



# *City of Kamloops 2009 Citizen Survey*

Presented by: Paul Musca, Ipsos Reid



December 8, 2009



## ***Background***

---

- ◆ Telephone survey of 400 City of Kamloops residents aged 18 years or older.
- ◆ Fielded September 22 to October 4, 2009.
- ◆ Overall margin of error on a sample of 400 is  $\pm 4.9\%$ , 19 times out of 20.
- ◆ Final data were weighted using the most recent Census to ensure the sample's age and gender distribution reflects that of the actual population in the City of Kamloops.
- ◆ Where appropriate, results have been benchmarked to Ipsos Reid's norms for BC municipalities.



## *Key Findings*

---

- ◆ Residents continue to express a high level of satisfaction when it comes to their quality of life, the services that are provided by the City, and their impressions of City staff. Given the positive tone expressed by many residents, it comes as no surprise that most plan to stay in the City.
- ◆ When it comes to the delivery of services, the City of Kamloops has four primary strengths and two primary weaknesses:
  - **Primary strengths:** overall aesthetic appearance of the City, programs and services for recreation and sport, availability of green spaces for recreation and enjoyment, recycling collection services.
  - **Primary weaknesses:** business attraction and retention, infrastructure improvements (sidewalks, street lighting, road repair).
- ◆ Social-related concerns such as poverty, homelessness, and lack of affordable housing emerge as the most important issue facing the community. Furthermore, a higher proportion of residents feel social issues in the community have worsened as opposed to improved over the past three years.



## ***Key Findings (Continued)***

---

- ◆ Specific social issues residents feel should be a top priority for the City include children and youth at risk, homelessness, and alcohol and drug addictions.
- ◆ A slight majority of residents continue to favour a scenario where their taxes are increased versus services cut.
- ◆ Residents are especially receptive to the notion of paying additional taxes or fees for things like transportation options to reduce vehicle use, expanding winter road maintenance, and business attraction and retention.
- ◆ Drugs and drug-related crimes continues to be the biggest crime and safety issue facing the City and appears to be a growing concern each wave. Despite these concerns, residents today feel more safe than they did five years ago.



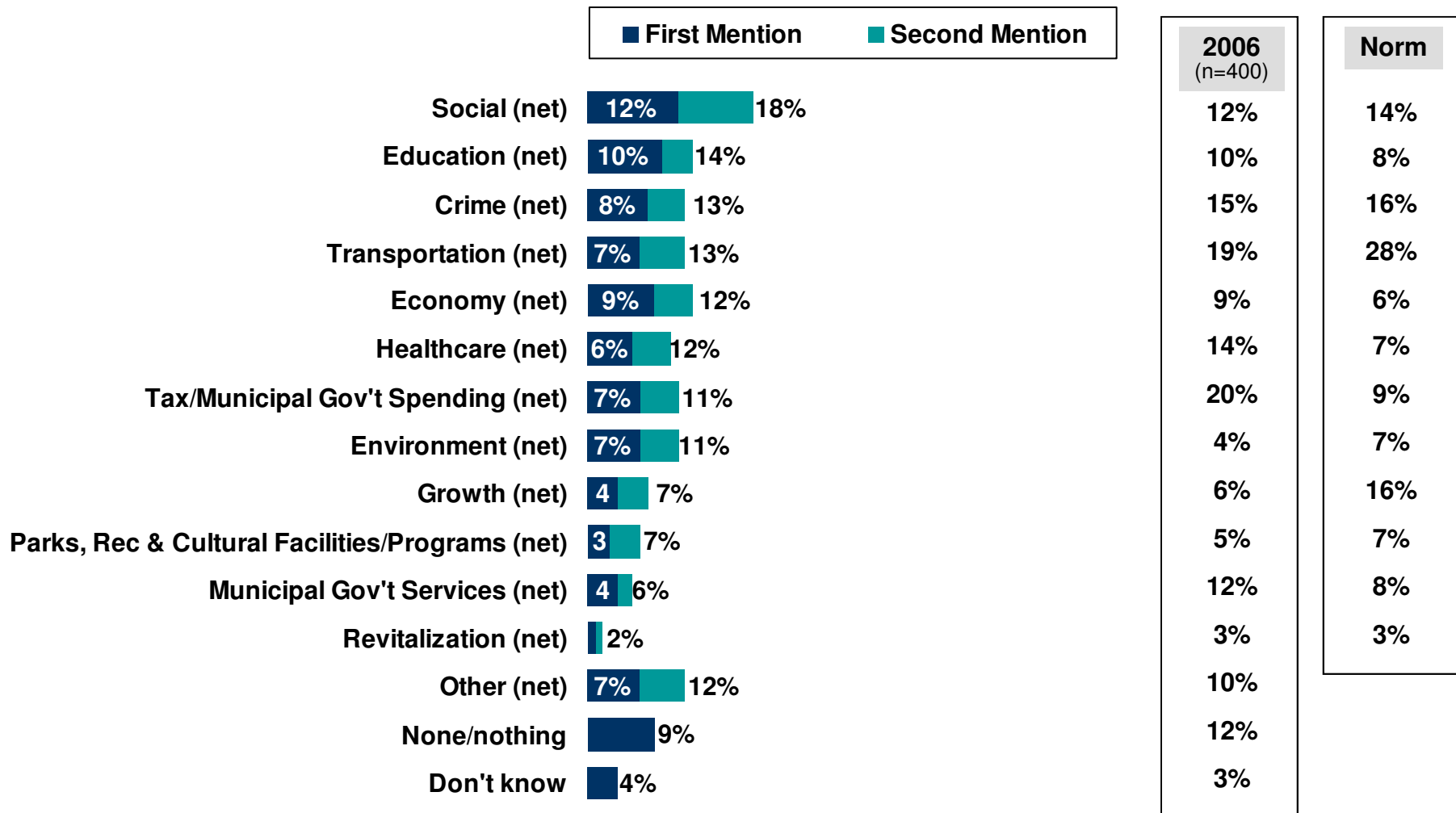
## *Top-of-Mind Issues and the Quality of Life*





# On an unprompted basis, concerns for social issues and education top the public issue agenda

*“In your view, as a resident of the City of Kamloops, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?”*

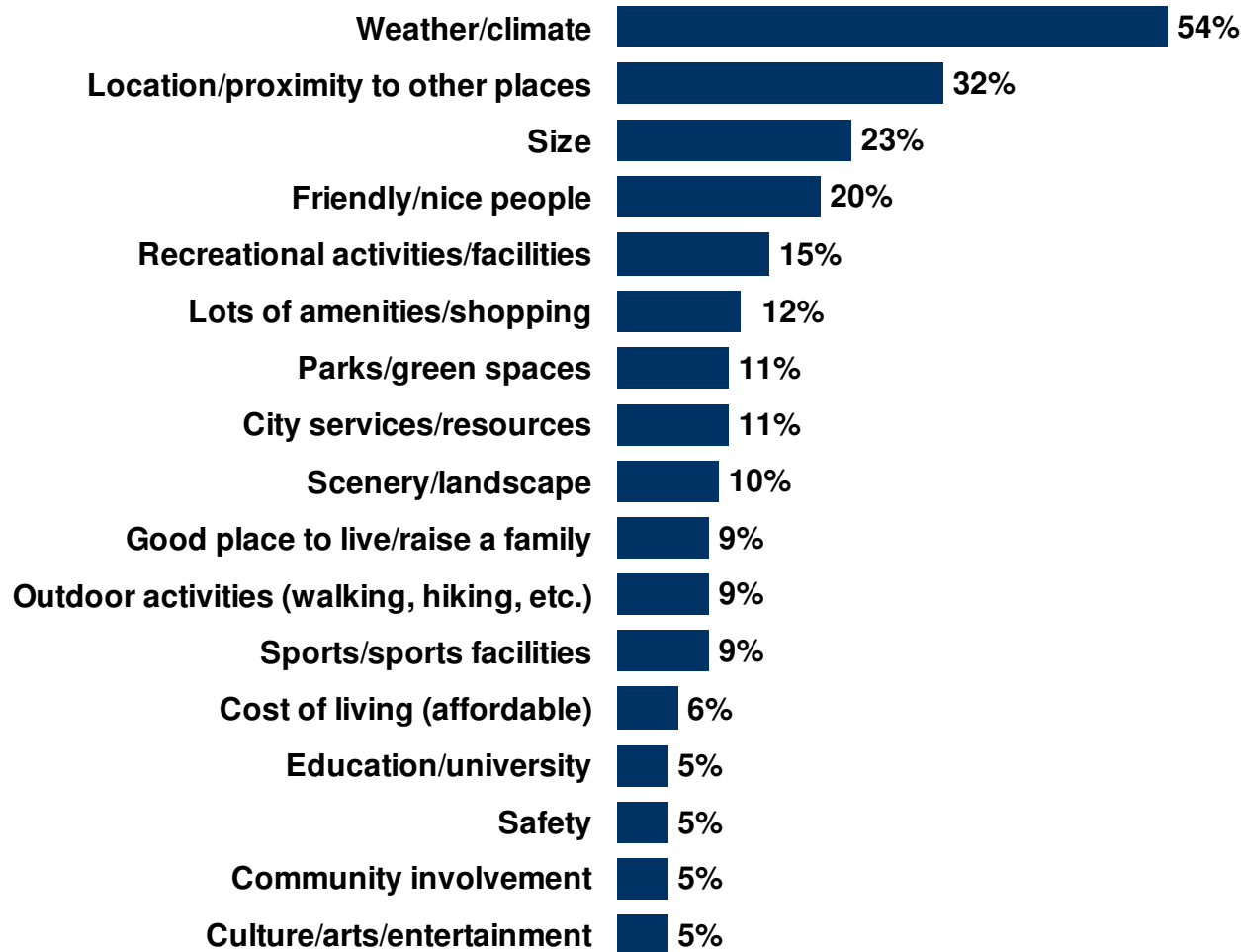


Base: All respondents (n=400)



# Residents feel the weather, proximity to other places, and size are the top features of the City

“What would you say are the top three qualities or features that make Kamloops a good place to live?”



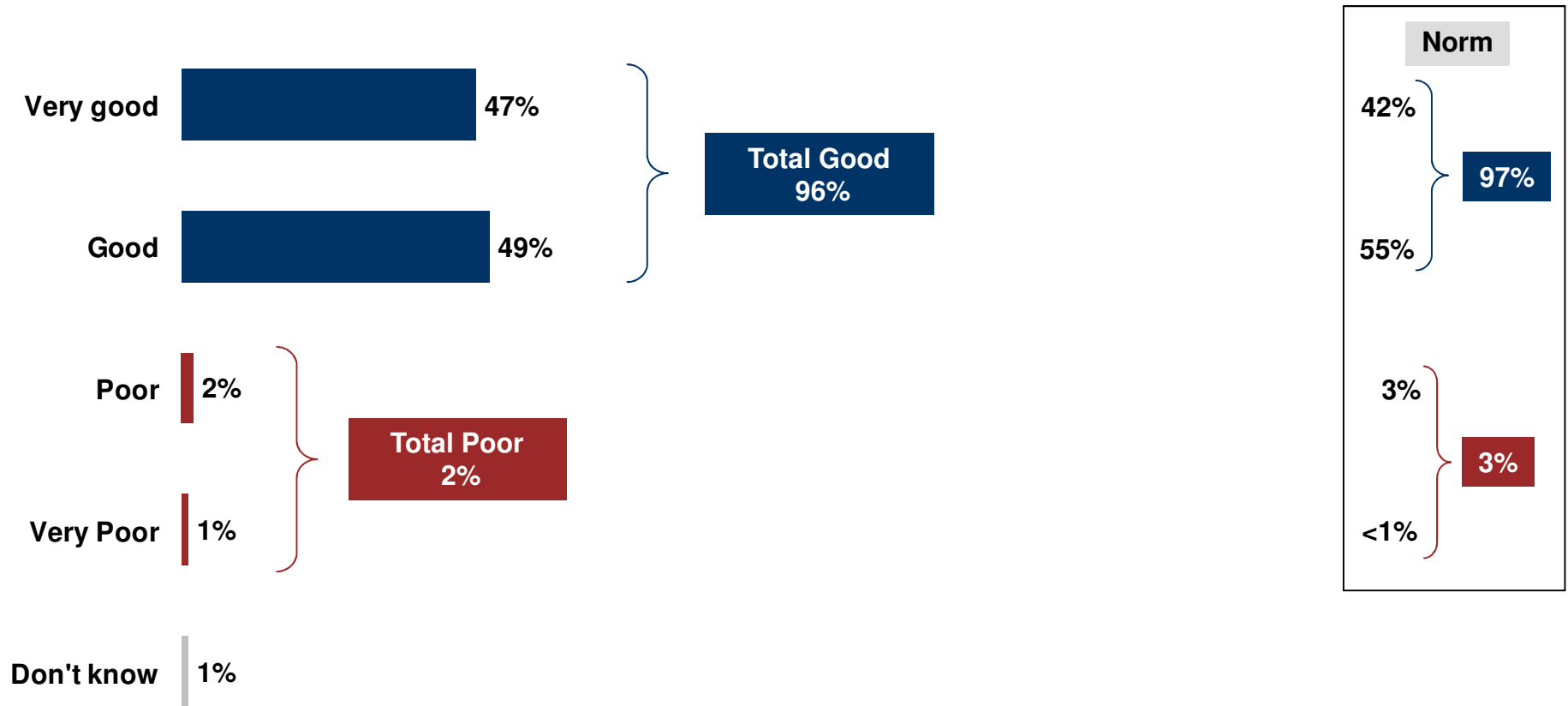
Note: Only responses of 5% or more (Total mentions) are shown.

Base: All respondents (n=400)



# A large majority of residents think the quality of life in Kamloops is good

"How would you rate the overall quality of life in Kamloops today?"

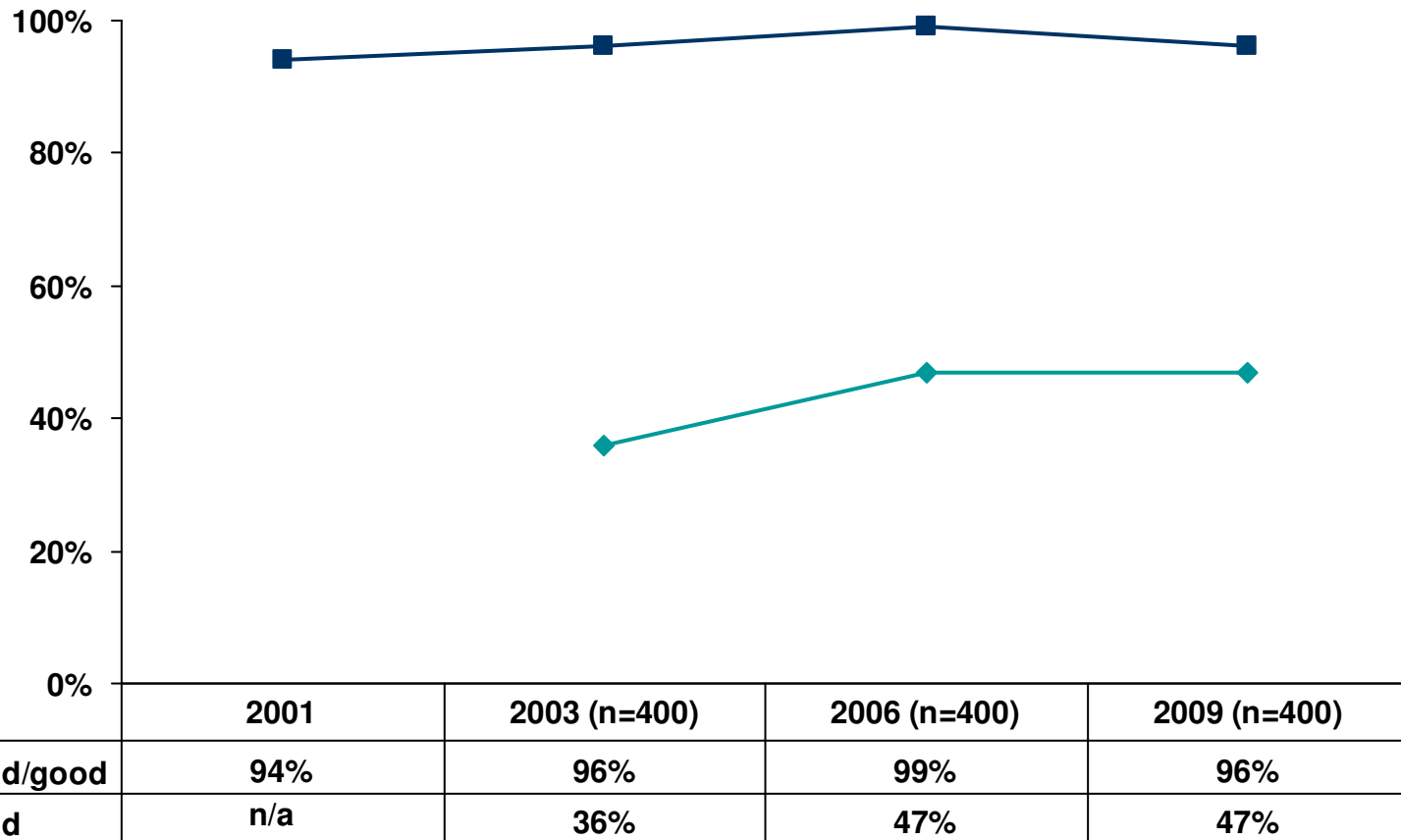






# The quality of life in Kamloops continues to remain high

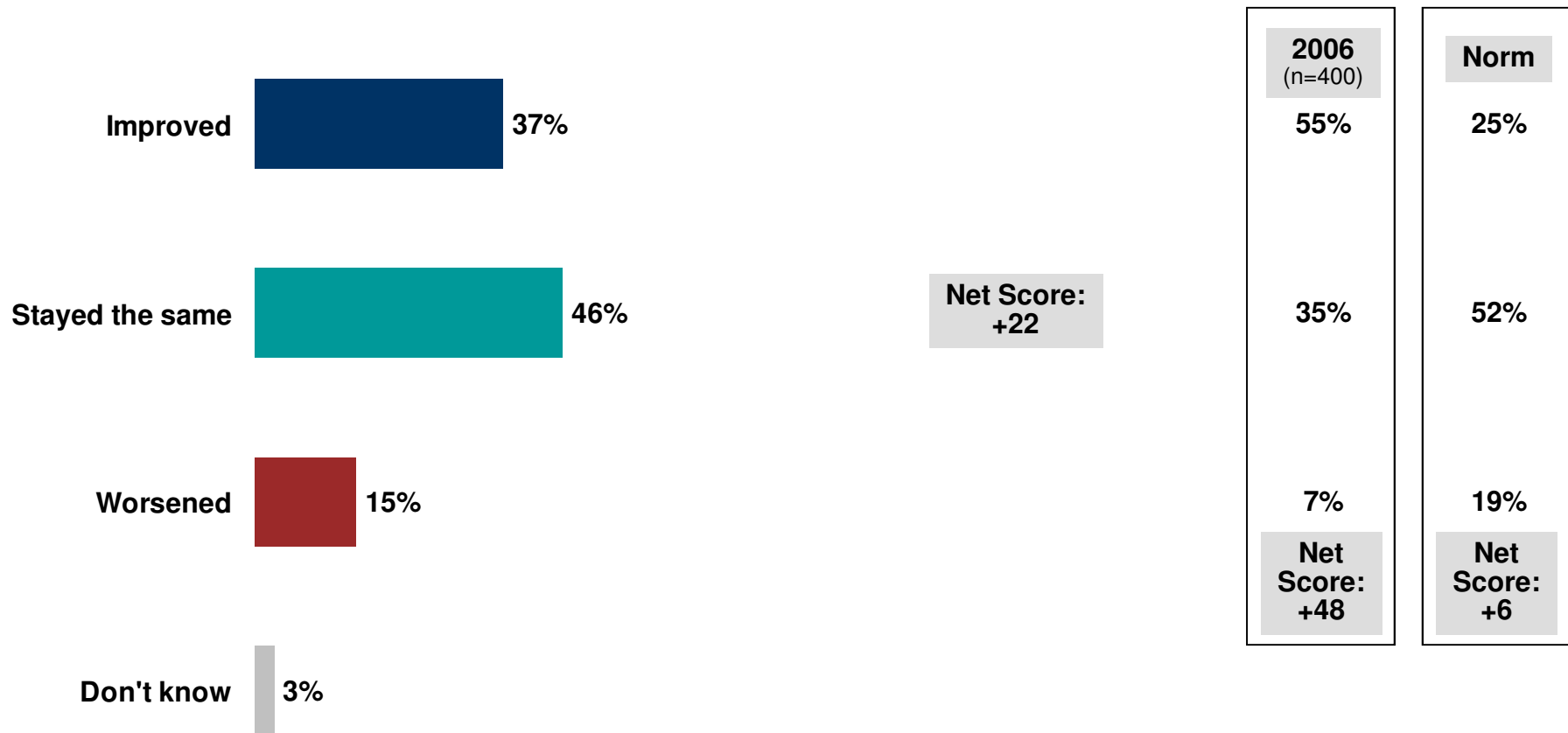
*"How would you rate the overall quality of life in Kamloops today?"*





# Perceived changes in the quality of life in Kamloops continue to be very positive

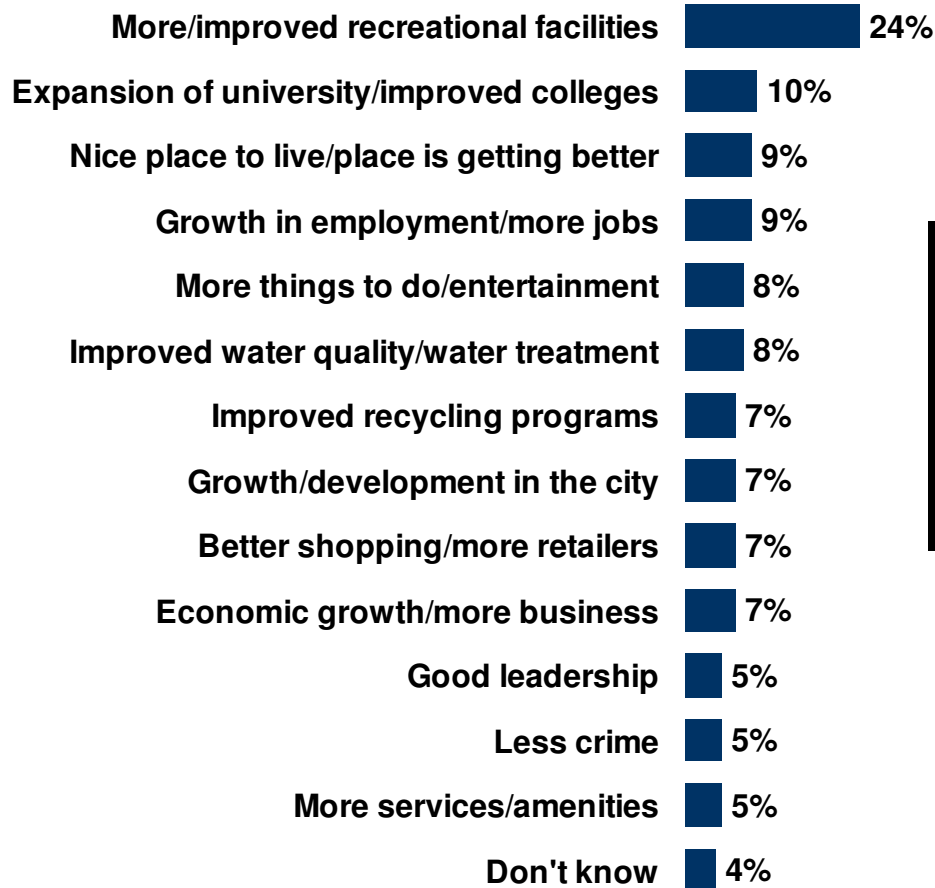
"And, do you feel that the quality of life in Kamloops in the past five years has improved, stayed the same, or worsened?"





# Growth-related reasons continue to drive perceptions of an improved quality of life

“Why do you think the quality of life has improved?”



Top Reasons in 2006 (n=221)	
More business/industry	29%
Increased job opportunities	20%
Growth/development (unspecified)	20%
Improved water quality/water treatment	17%
More/improved recreational/sports facilities	12%

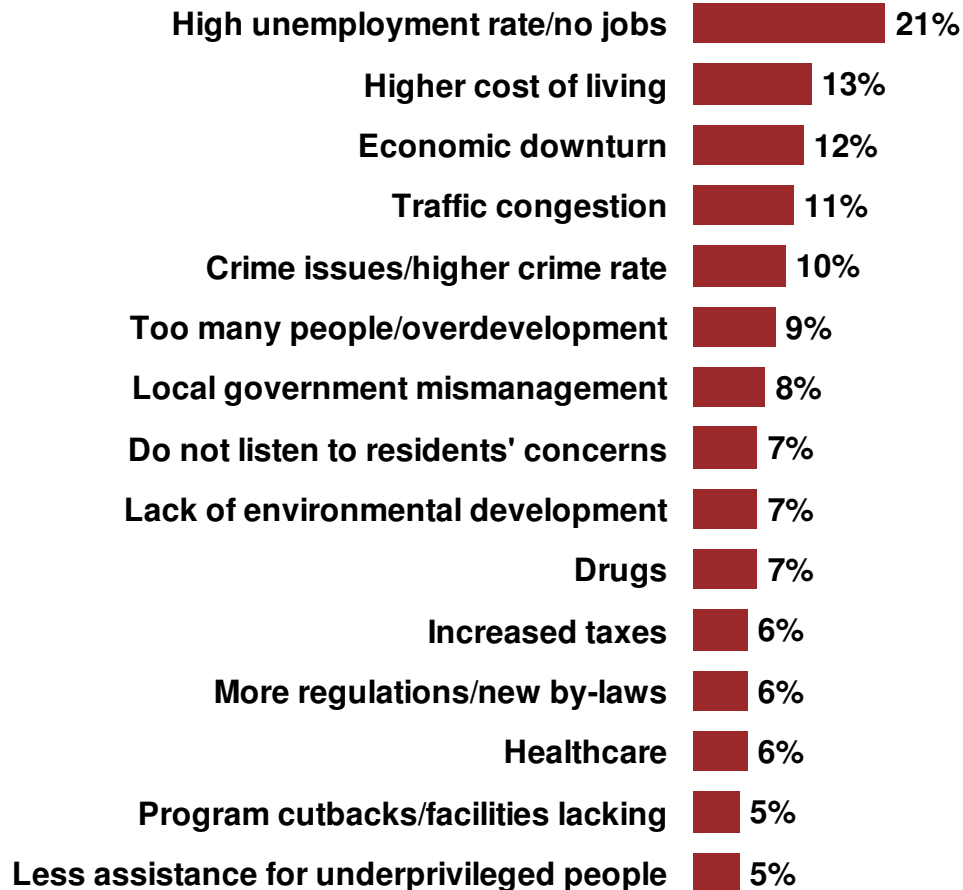
Note: Only responses of 5% or more are shown.

Base: Those who feel the quality of life has improved (n=147)



# *Economic factors are the primary drivers behind perceptions of a deteriorated quality of life*

*“Why do you think the quality of life has worsened?”*



Top Reasons in 2006 (n=32)	
Crime issues/high crime rate	42%
Drugs	20%
Increased taxes	15%
Too many people/overdevelopment	14%
Healthcare	10%
Local government/City Council	10%

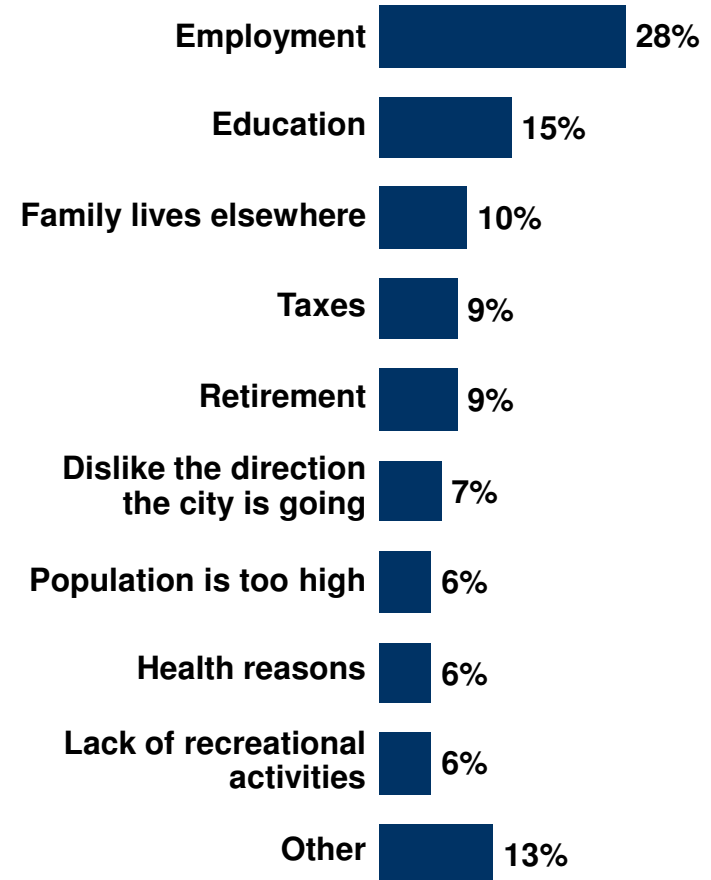
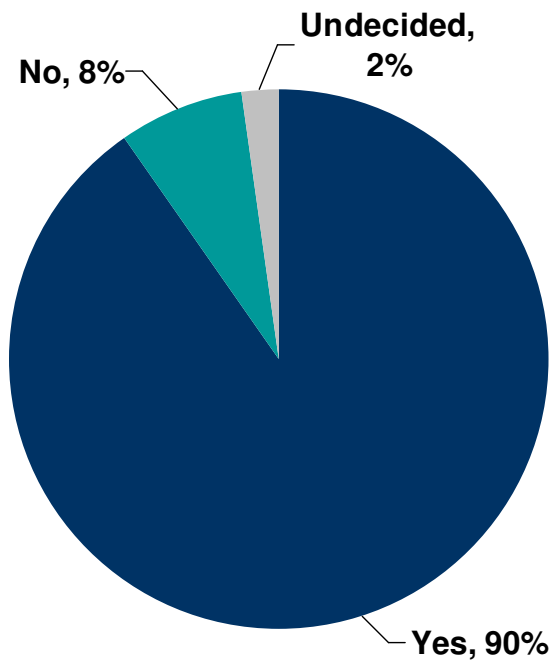
Base: Those who feel the quality of life has worsened (n=60)



# Nine-in-ten residents plan to stay in Kamloops

Are you planning to stay in Kamloops?

Why are you not planning to stay in Kamloops?



Base: All respondents (n=400)

Base: Those who do not plan to stay in Kamloops (n=30\*\*)

\*\* Very small base size (<50), interpret with caution



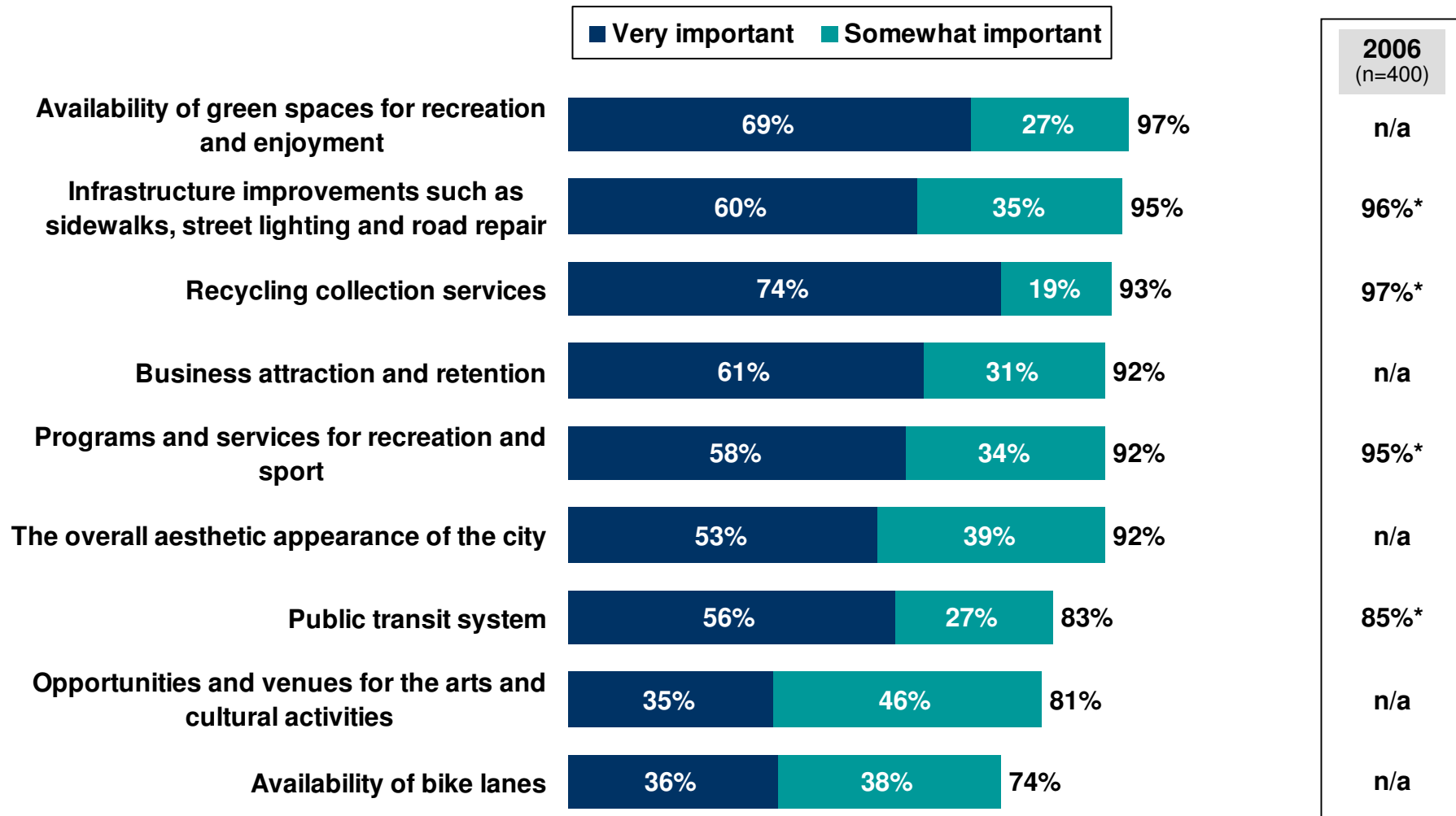
## City Services





# All services are important, especially the availability of green spaces and infrastructure improvements

“I am going to read a list of available services and various aspects of the City of Kamloops. Please rate how important each one is to you, using a scale of very important, somewhat important, not very important, or not at all important.”



Top 2 box score percentages shown to the right of the graph may differ from the sum of 'very important' and 'somewhat important' percentages due to rounding.

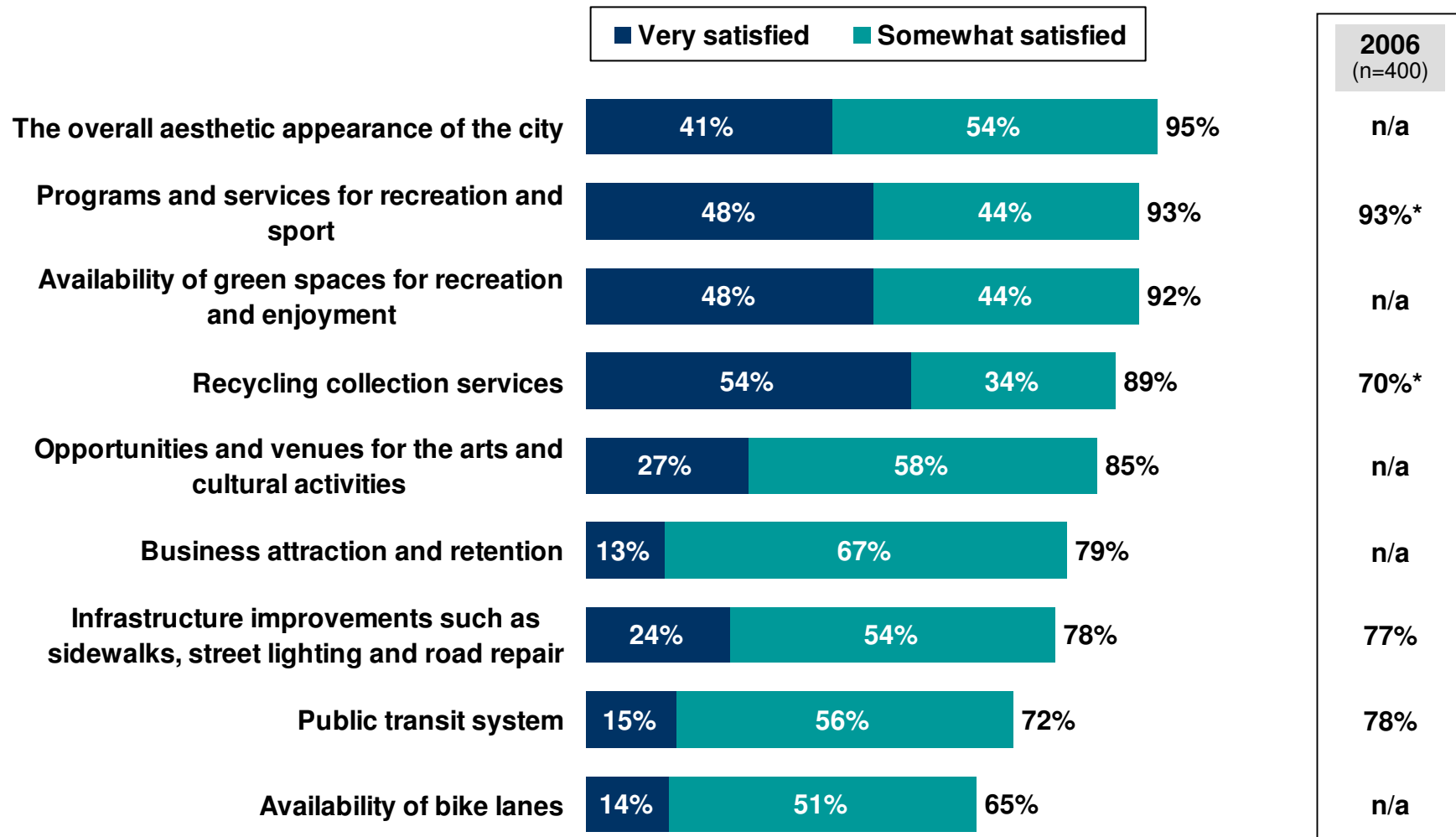
\*Results not directly comparable to 2006 due to changes in question wording.

Base: All respondents (n=400)



# Citizens are most satisfied with the appearance of the City, green spaces, and programs for recreation and sport

“Now, please rate how satisfied you are with the various services and aspects of the City of Kamloops. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.”



Top 2 box score percentages shown to the right of the graph may differ from the sum of 'very satisfied' and 'somewhat satisfied' percentages due to rounding.

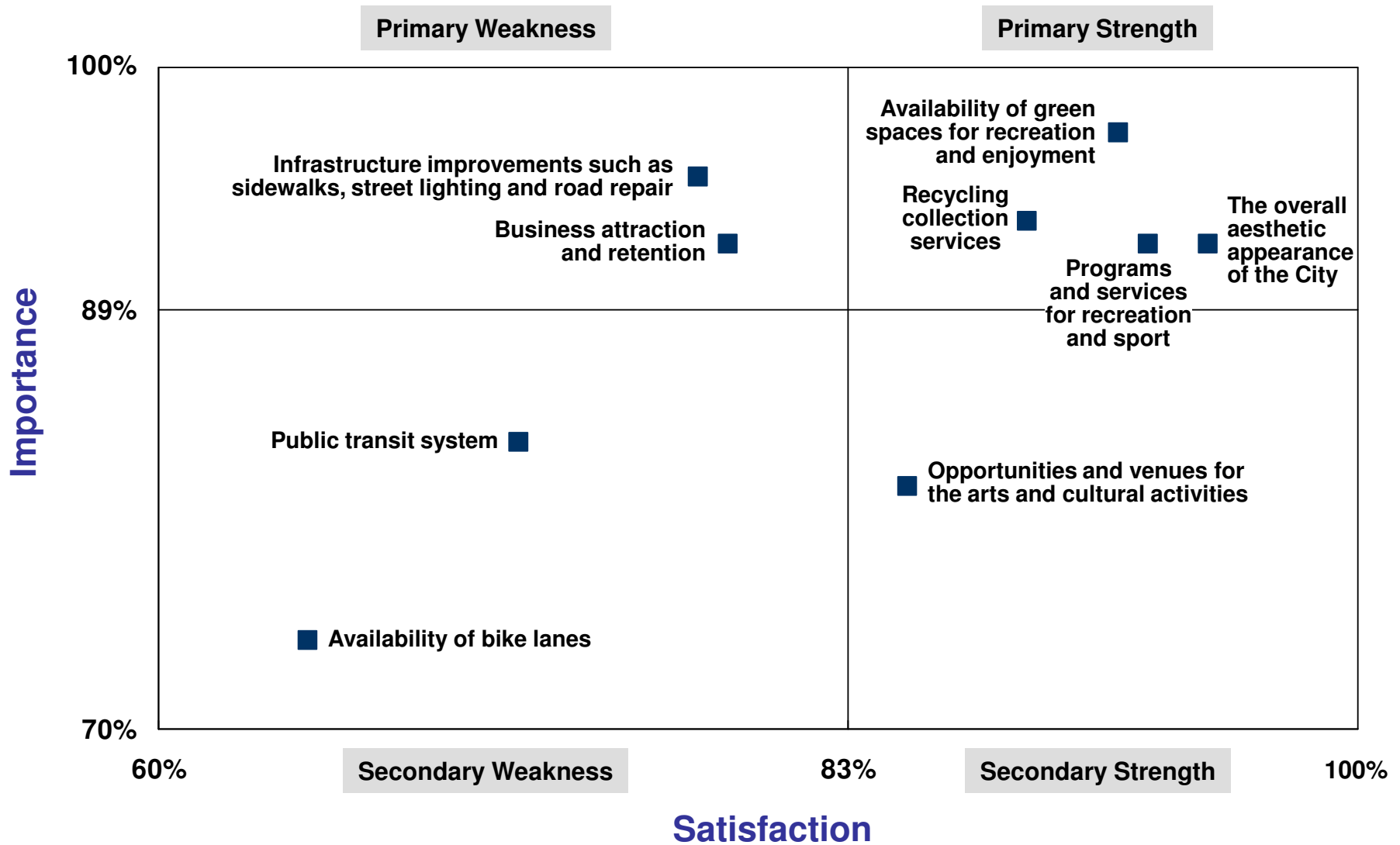
\*Results not directly comparable to 2006 due to changes in question wording.

Base: All respondents (n=400)





# The City has four primary strengths and two primary weaknesses





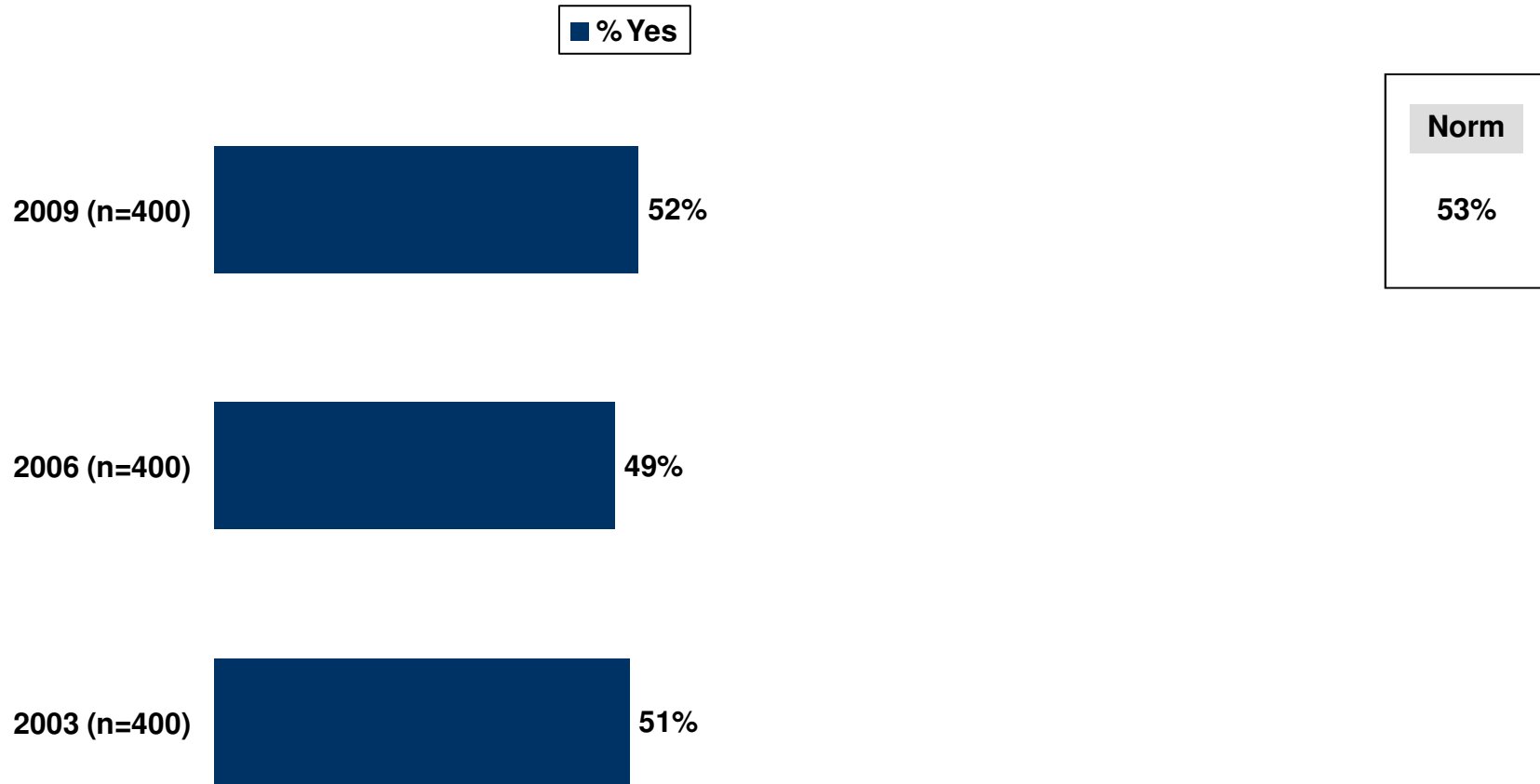
## *City Contact and Communications*





# Half of all residents have contacted the City in the past year

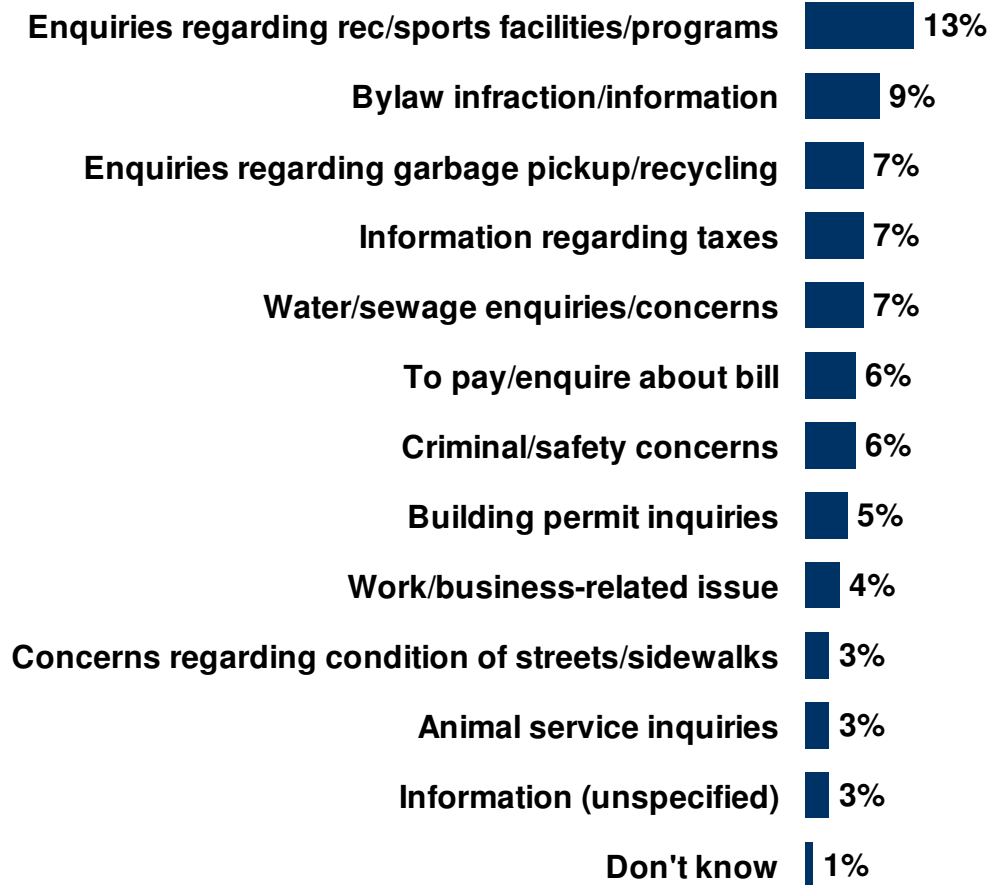
*"Have you contacted or dealt with the City of Kamloops or one of its employees in the last twelve months?"*





# Residents most often contact the City to inquire about recreation and sports facilities and programs

What was the main reason why you contacted the City?



2006 (n=196)
10%
5%
16%
5%
4%
5%
4%
4%
6%
5%
5%
n/a
3%

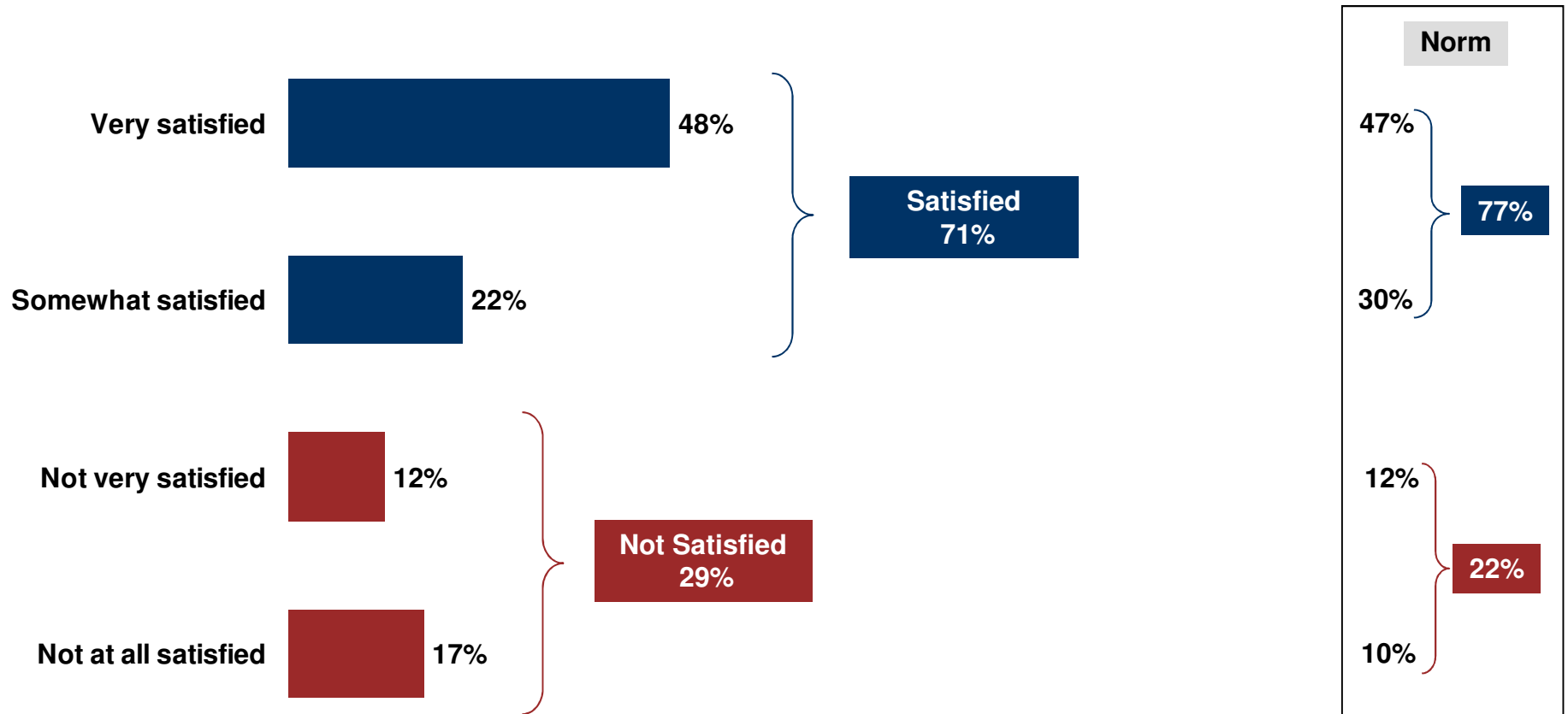
Note: Only responses of 3% or more are shown.

Base: Those who contacted or dealt with the City of Kamloops in the past year (n=207)



# Seven-in-ten residents are satisfied with their most recent contact experience with the City

“Overall, how satisfied were you with that experience?”

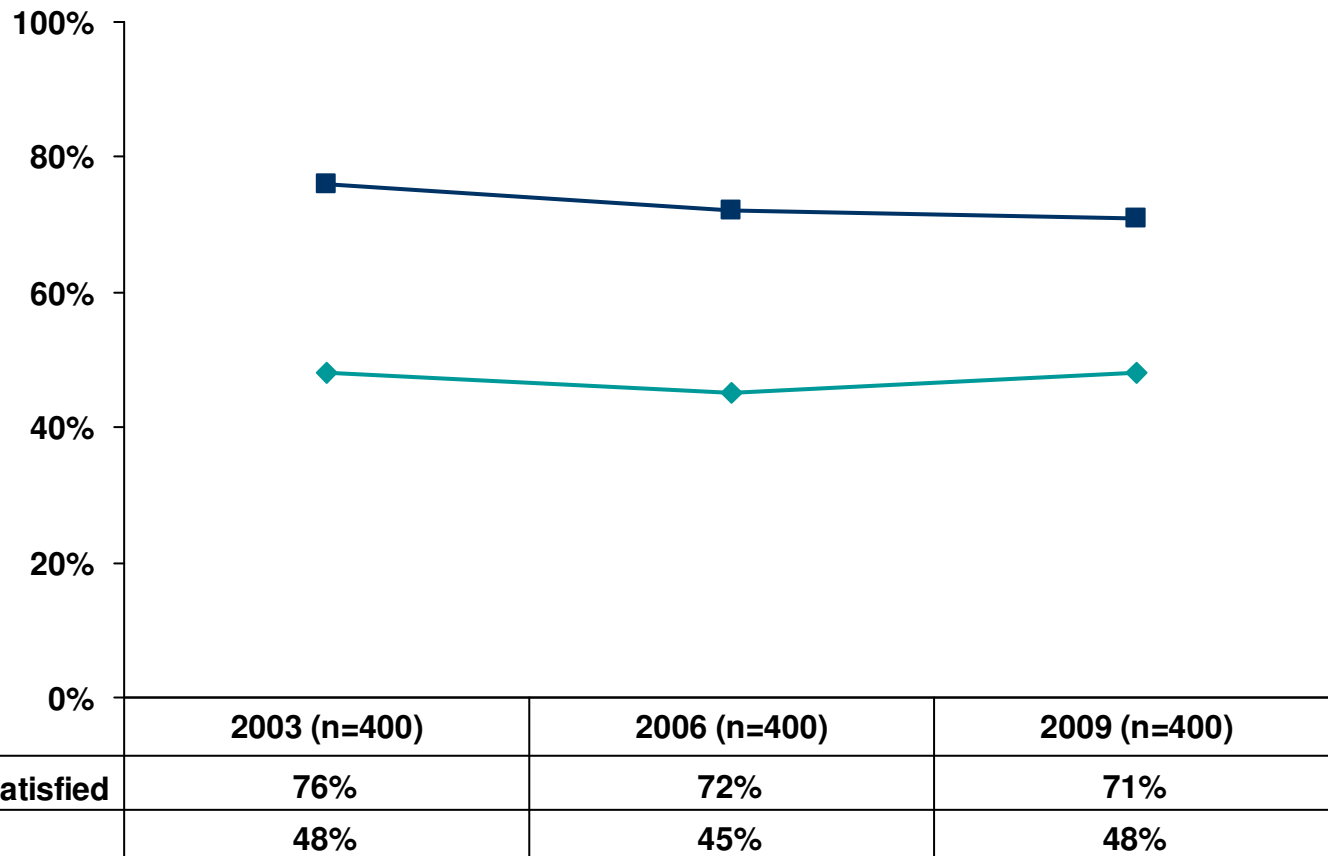


Base: Those who contacted or dealt with the City of Kamloops in the past year (n=207)



## Overall satisfaction with contact experience has been consistent over the past 3 years

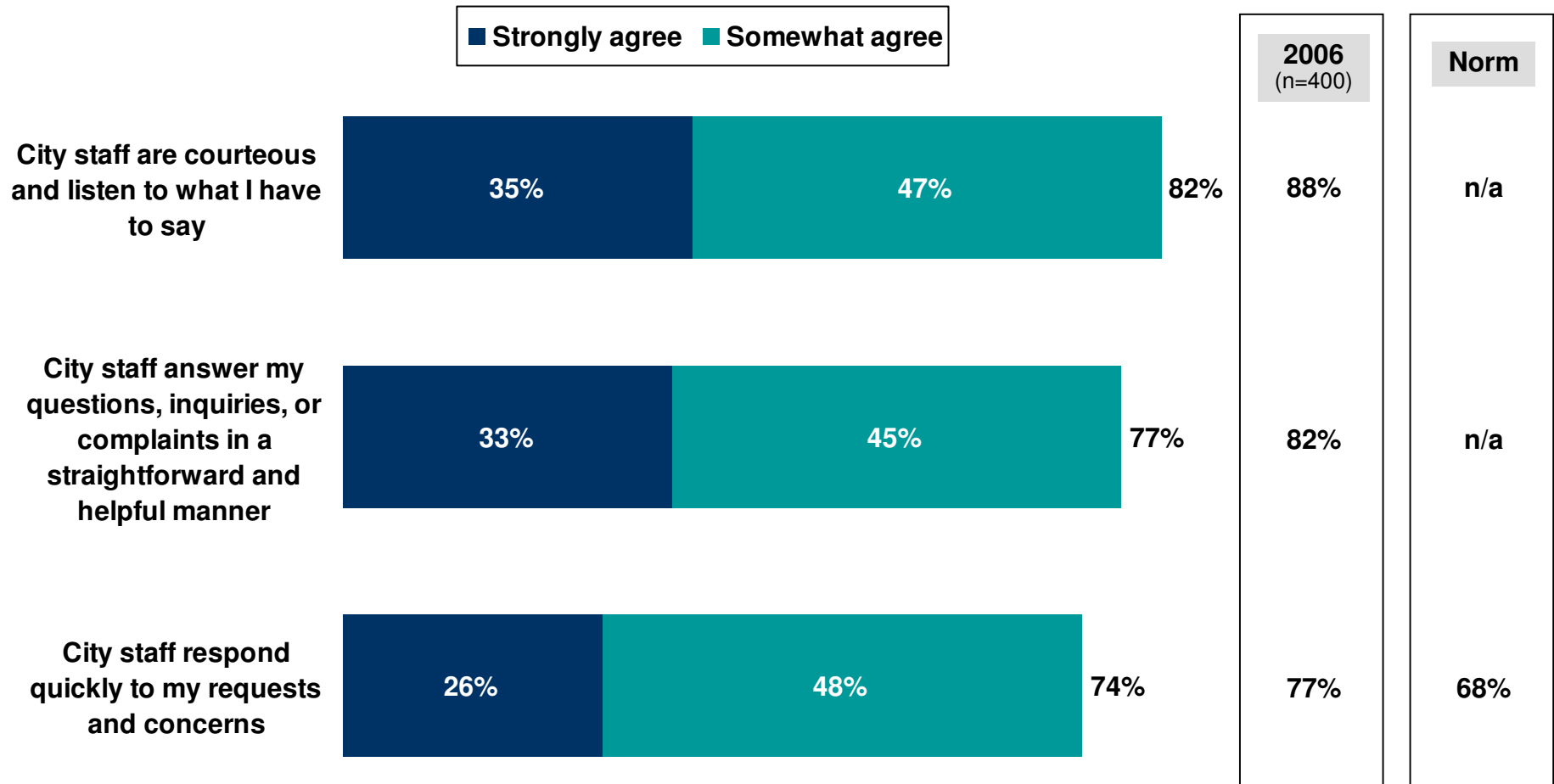
“Overall, how satisfied were you with that experience?”





# The majority of residents agree City staff are courteous, helpful, and respond quickly to requests

“Thinking about your personal dealings with the City of Kamloops or anything you may have read, seen, or heard, please tell me the extent to which you agree or disagree with each of the following statements. Our scale is strongly agree, somewhat agree, somewhat disagree, or strongly disagree.”

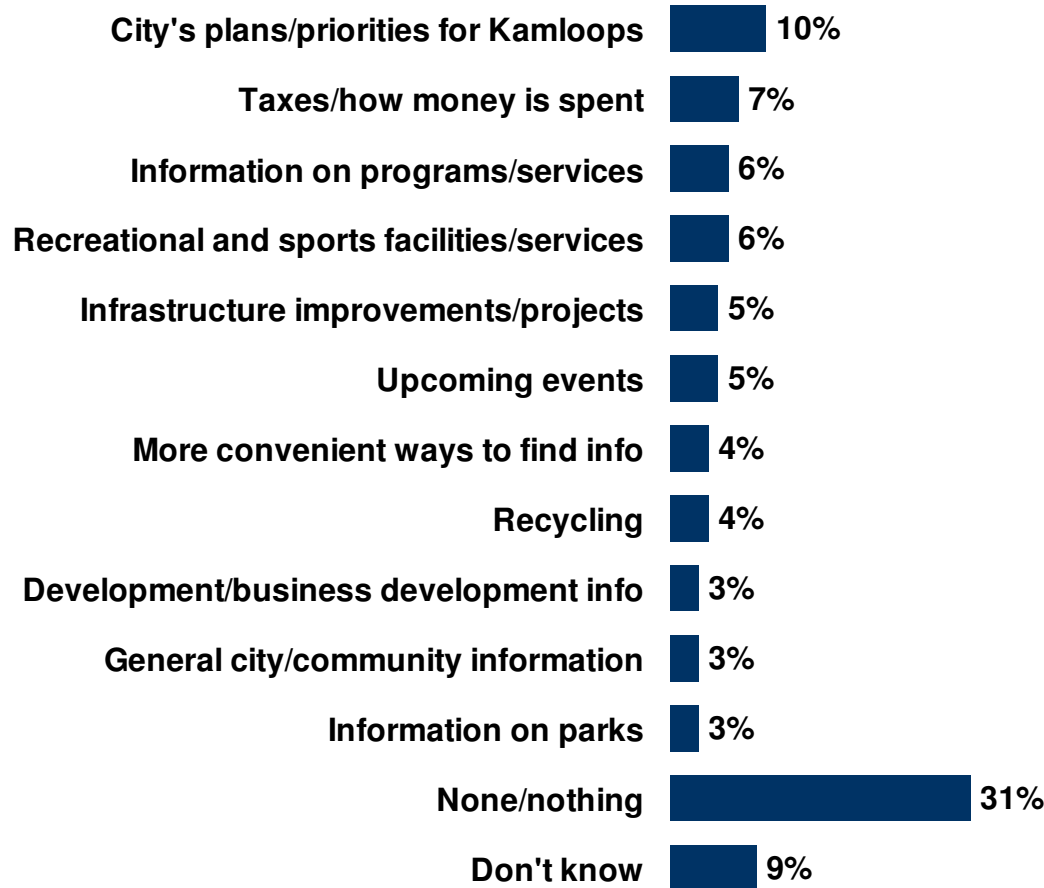


Top 2 box score percentages shown to the right of the graph may differ from the sum of ‘strongly agree’ and ‘somewhat agree’ percentages due to rounding.



# Citizens want to be provided with information about the City's plans and how money is spent

"Thinking about your community information needs, what kinds of information do you want the City of Kamloops to provide you with?"



Top Information Needs in 2006 (n=400)	
Taxes/how tax money is spent	11%
Recreational and sports facilities/services	7%
City's plans/priorities for Kamloops	6%
Development/business development info	5%
Current projects/initiatives	5%
Information on programs/services	4%

Norm	
Financial budget	8%
Tax information	7%
Upcoming/current events	7%
City planning	6%
Building/development projects	6%
Parks, recreation, and culture	5%

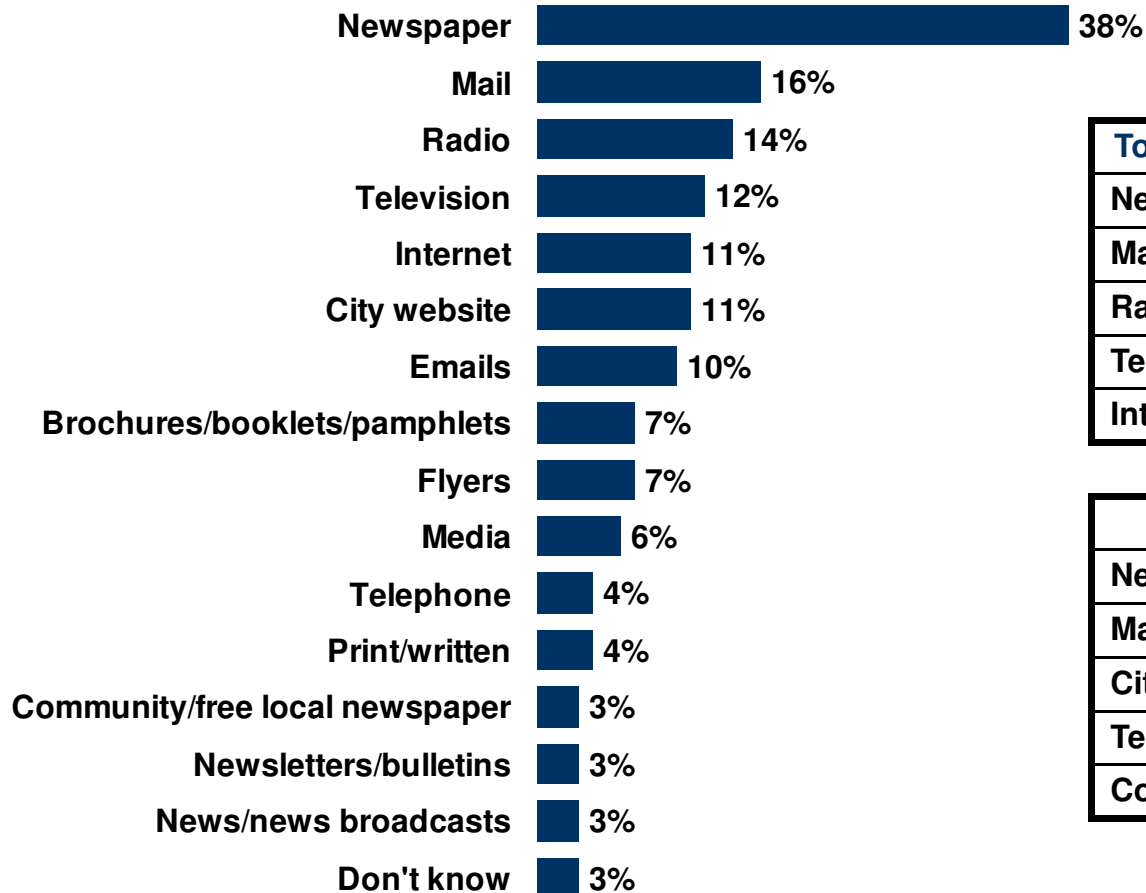
Note: Only responses of 3% or more are shown.





# Newspaper continues to be the preferred method of receiving information from the City

“And what methods would be best for the City to communicate this information to you?”



Top Communication Methods in 2006 (n=400)	
Newspaper	39%
Mail	18%
Radio	15%
Television	15%
Internet	8%

Norm	
Newspaper	43%
Mail	32%
City website	12%
Television	10%
Community newsletter/paper	8%

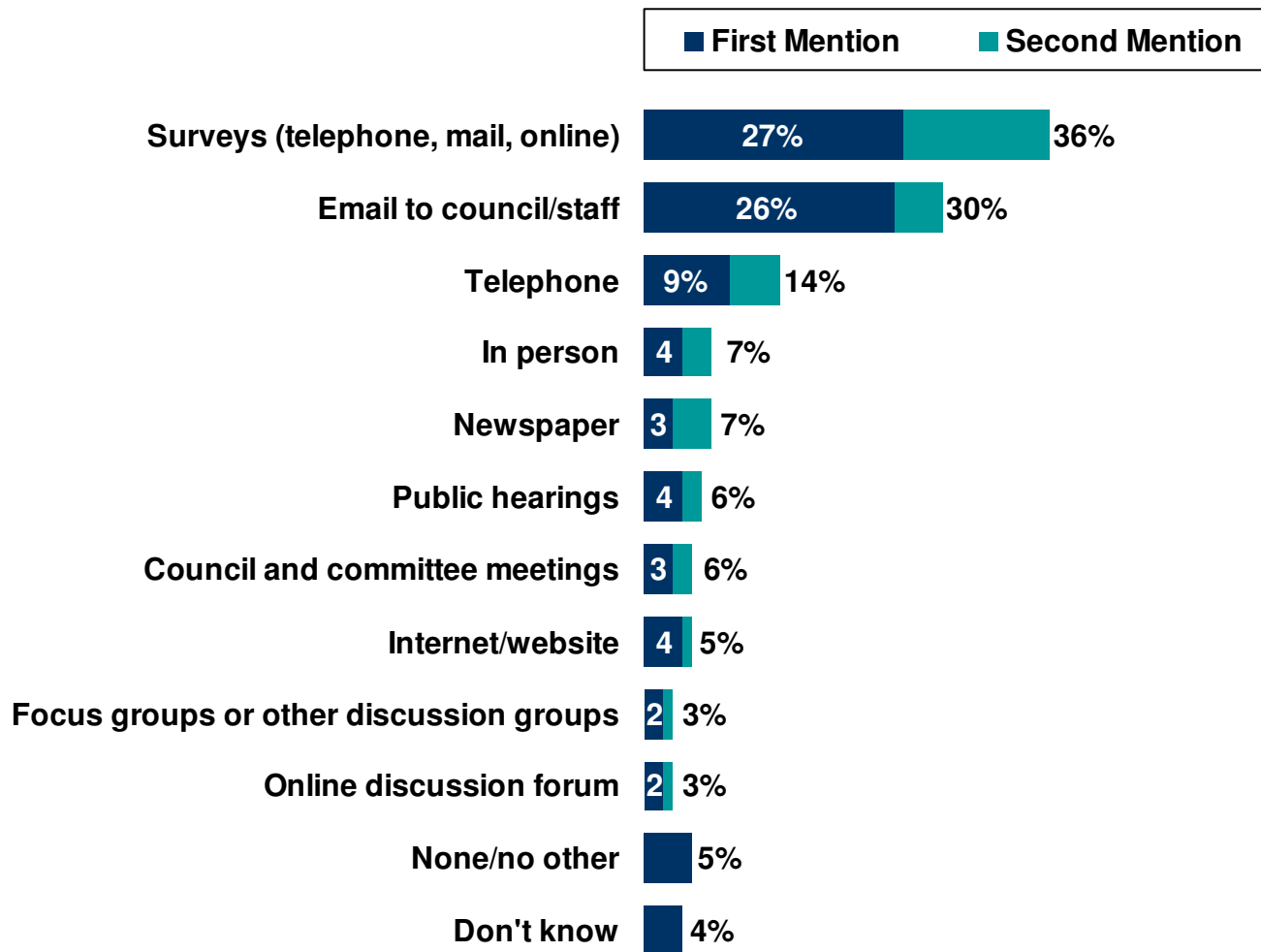
Note: Only responses of 3% or more are shown.

Base: All respondents (n=400)



# Citizens prefer to share input with the City by taking part in surveys and by email

*“Kamloops is interested in your opinions and feedback on the various projects, programs, and services it delivers. What is your preferred method of sharing input with the City?”*



*Note: Only responses of 2% or more are shown.*



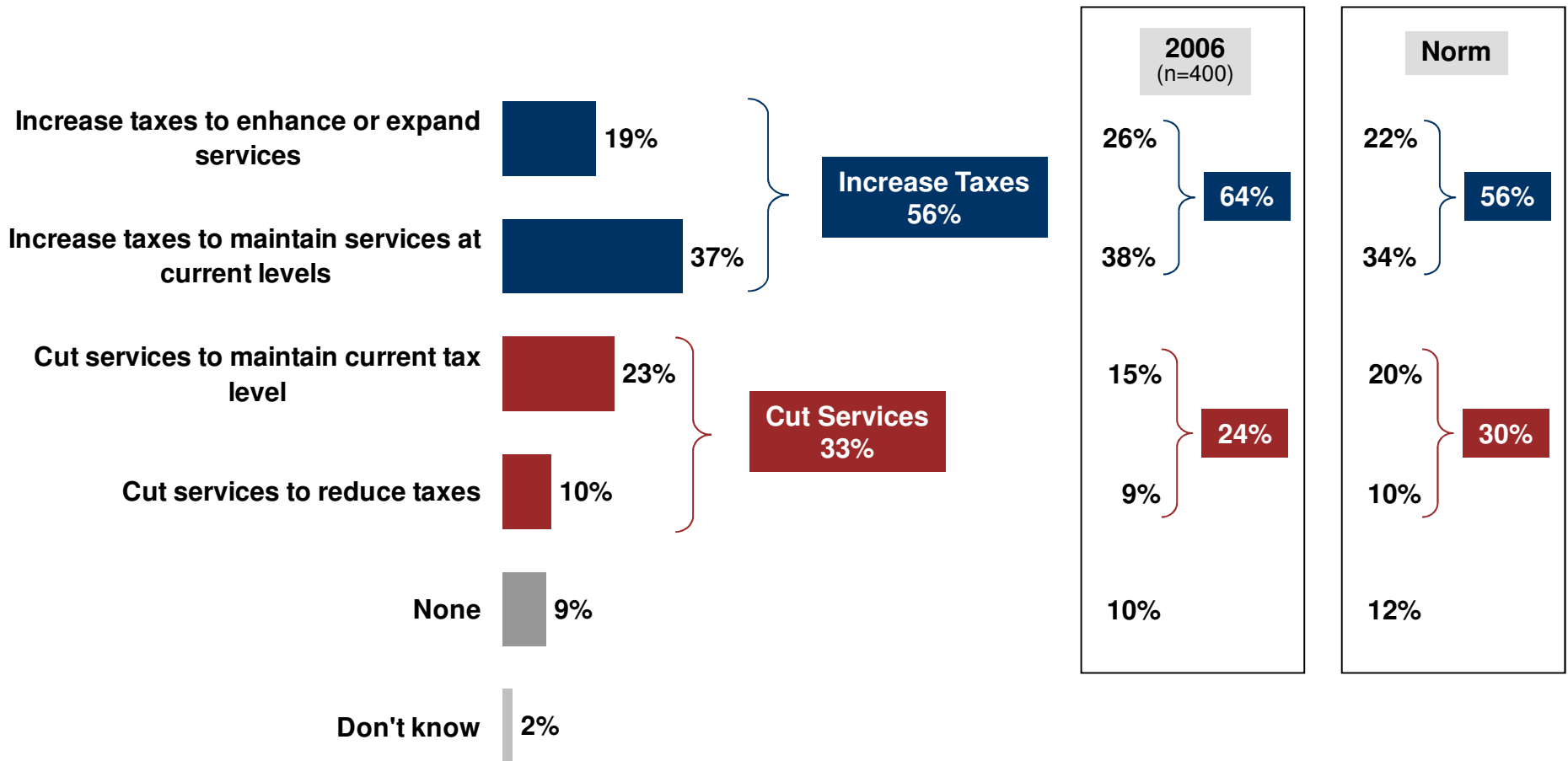
## *Financing*





# Kamloops residents would rather see their taxes increased than services cut

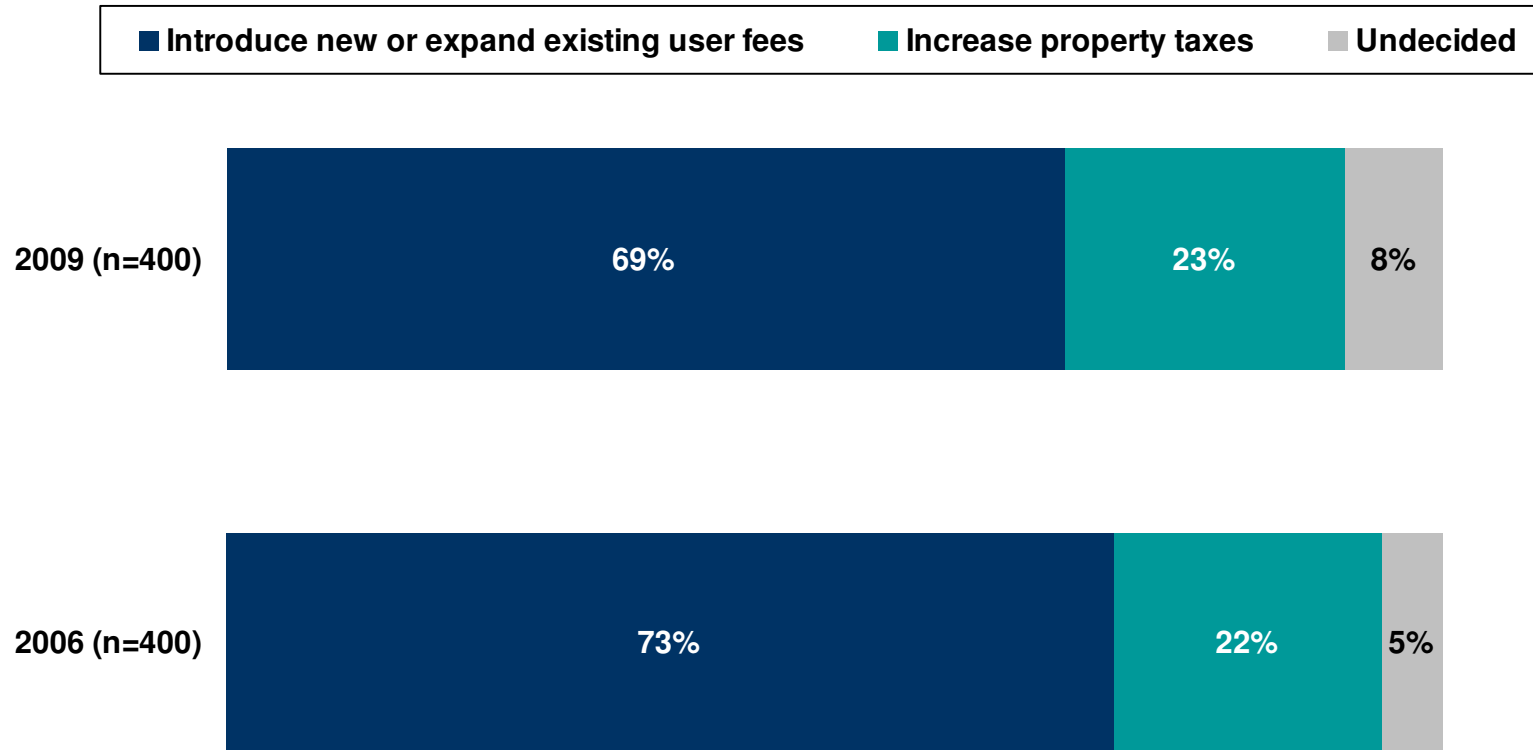
“Municipal property taxes are the primary way to pay for services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?”





## Residents would much rather see the City obtain additional revenue from user fees

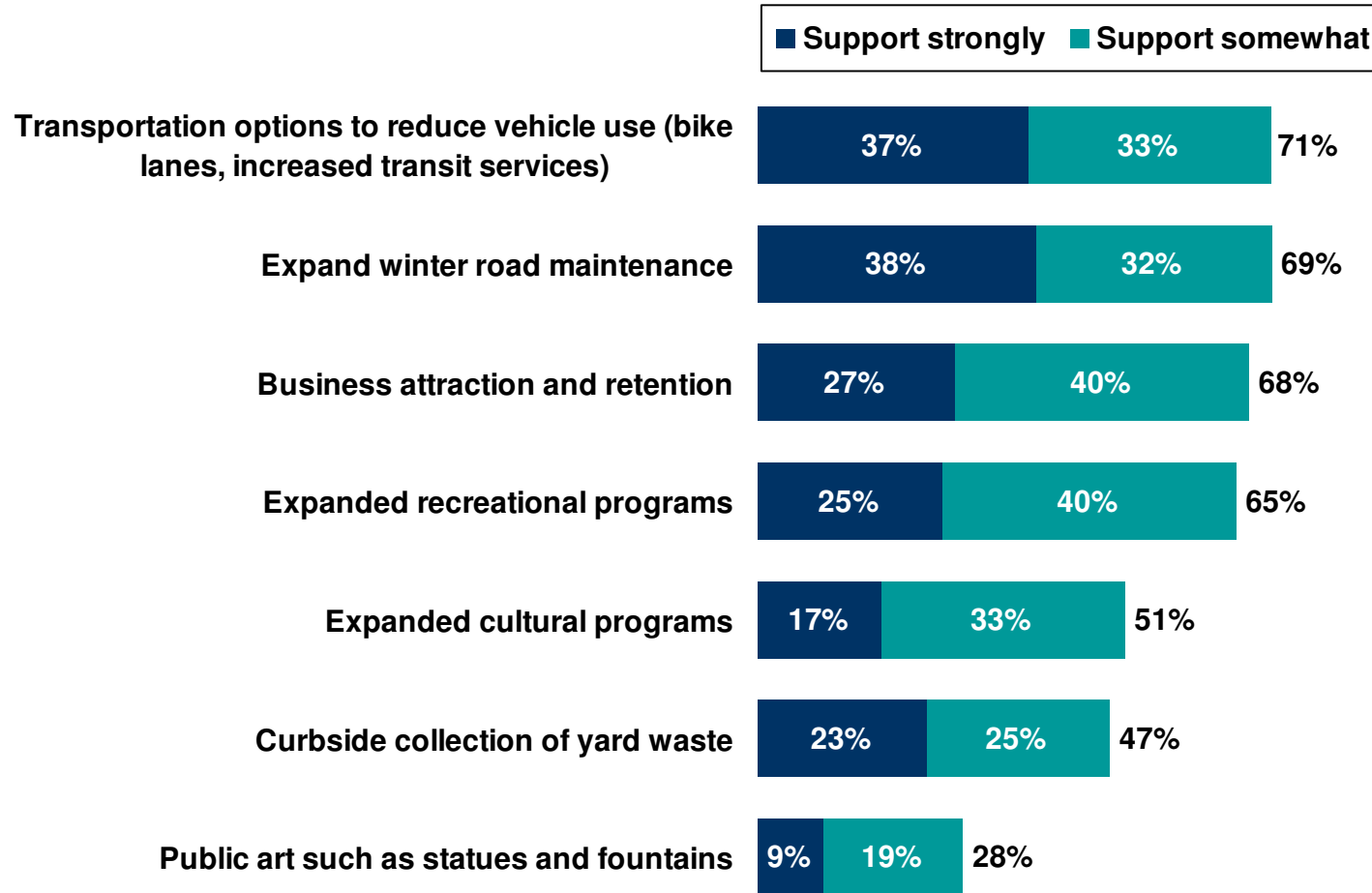
“Assuming the City needs to increase the amount of revenue it collects from citizens, would you prefer the City to...”





# Seven-in-ten support transportation options to reduce vehicle use and the expansion of winter road maintenance

*"I am going to read you a list of potential new or enhanced services the City of Kamloops is considering offering and I will be asking you whether you would support or oppose paying additional taxes or fees for each: Would you support or oppose paying additional taxes or fees for..."*



Top 2 box score percentages shown to the right of the graph may differ from the sum of 'support strongly' and 'support somewhat' percentages due to rounding.



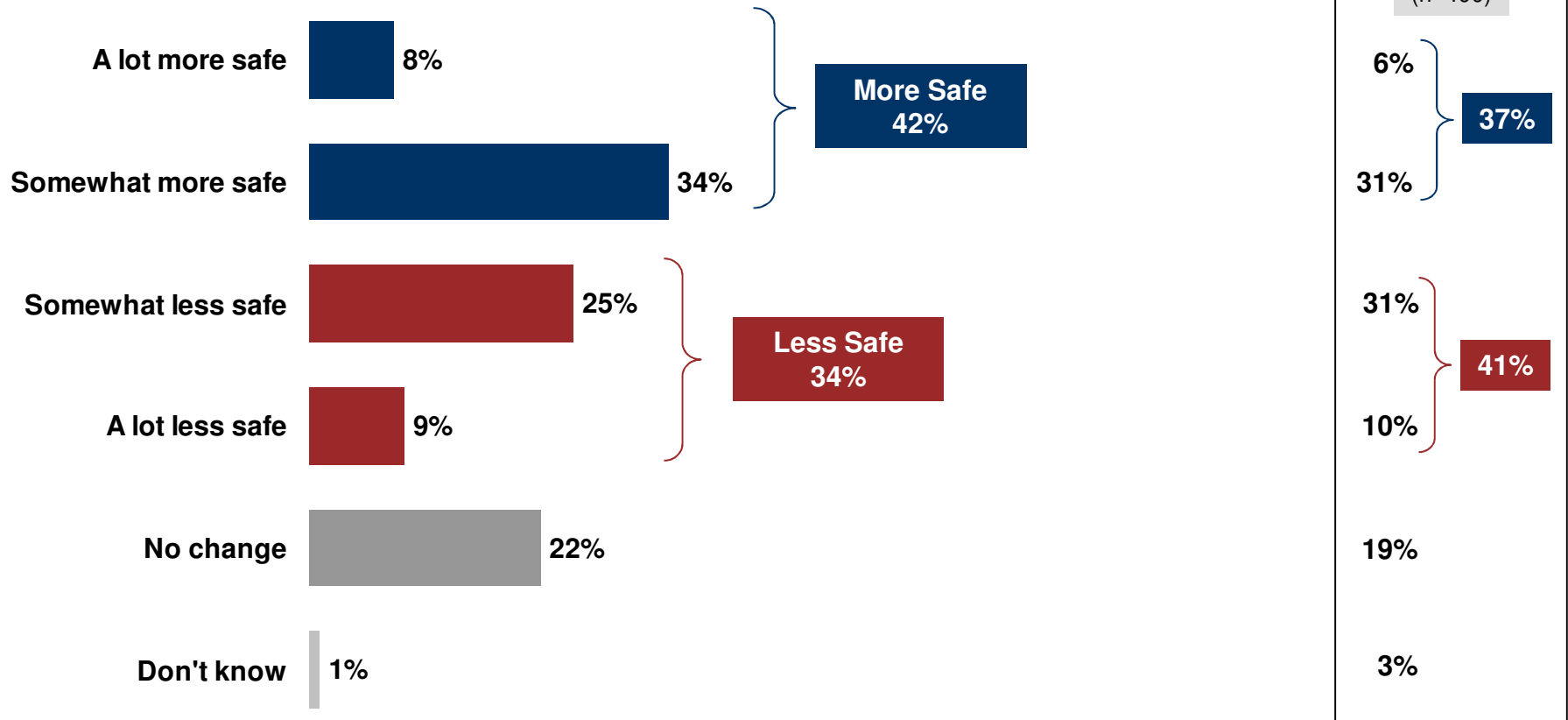
## *Policing and Safety*





# Residents feel more safe in their community than they did five years ago

"Would you say you generally feel more safe or less safe in your community than you did 5 years ago?"



\*In 2006, residents were asked to provide ratings using a 'Secure' scale rather than a 'Safe' scale

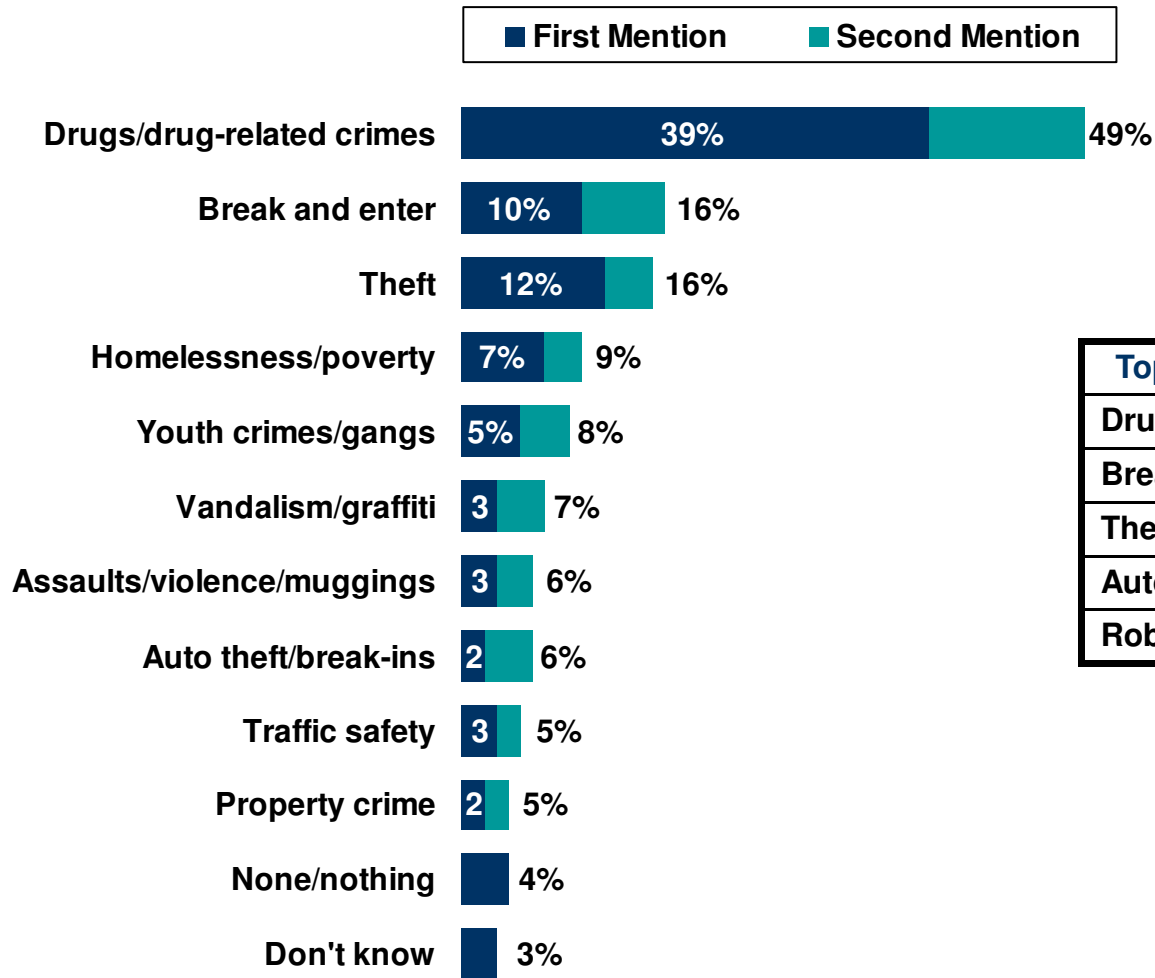
Base: All respondents (n=400)





# Consistent with last wave, drug offenses top the list of crime and safety issues in the City of Kamloops

*"In your opinion what is the biggest crime and safety issue currently facing the City of Kamloops?"*



Top Crime and Safety Issues in 2006 (n=400)	
Drugs/drug-related crimes	45%
Break and enter	23%
Theft	17%
Auto theft/break-ins	16%
Robbery/armed robbery	10%



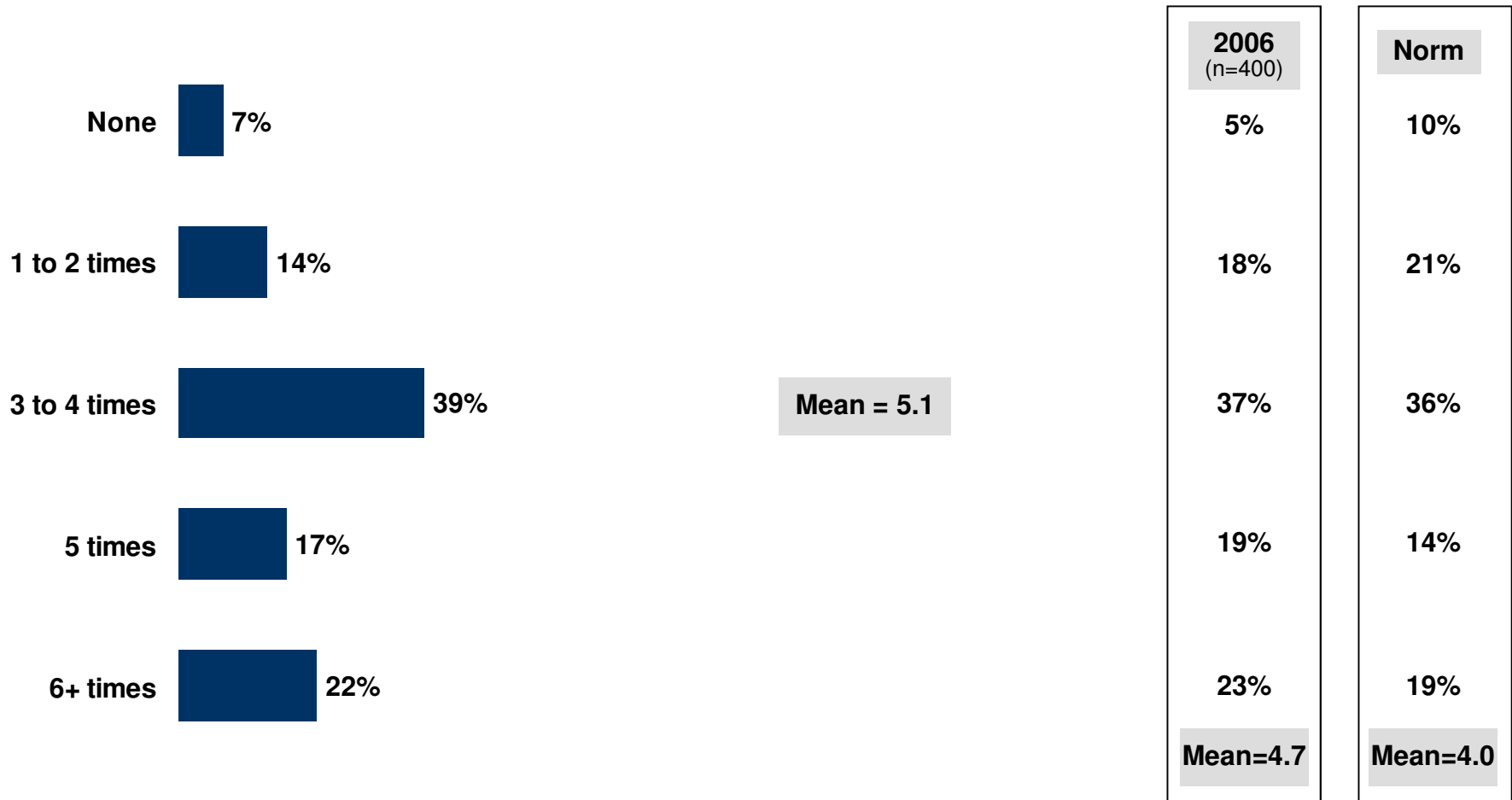
## *Recreation and Fitness*





## On average, residents exercise 5.1 times a week

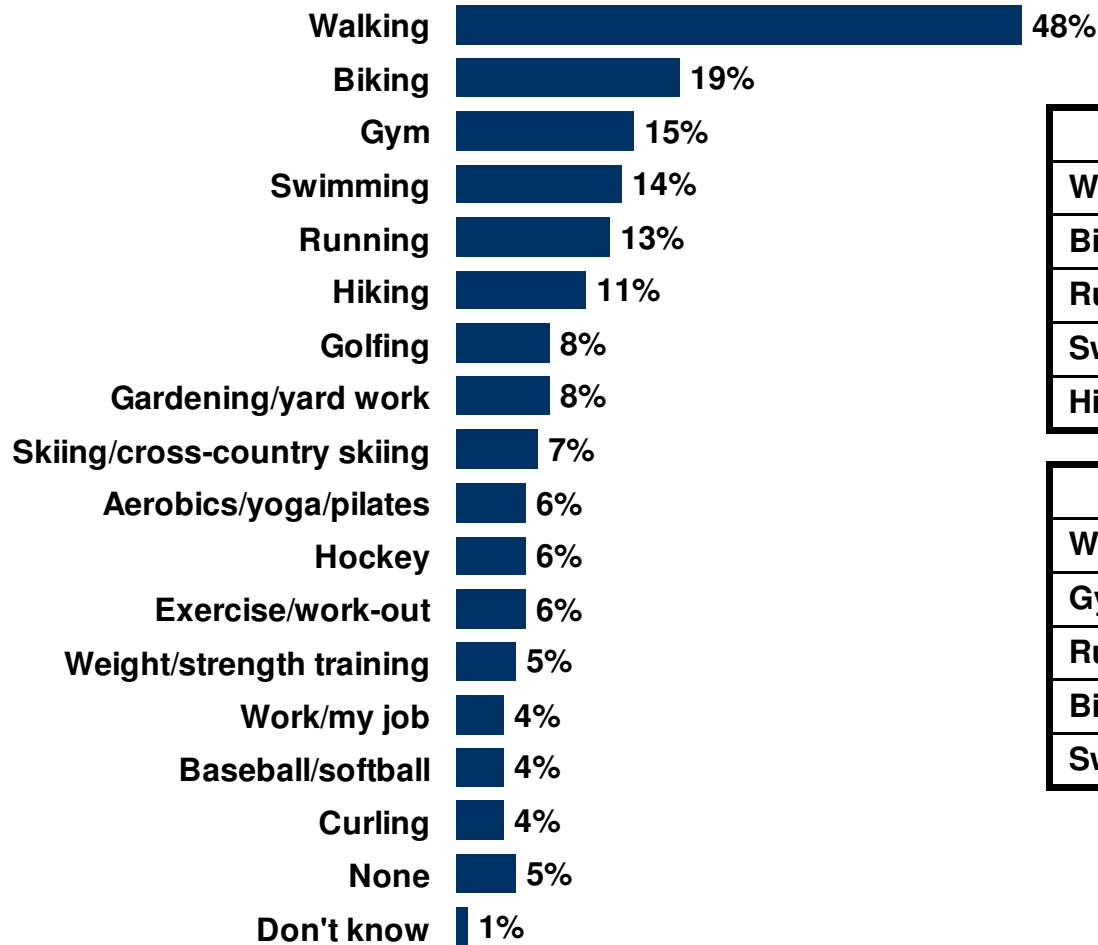
*"In a typical week, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?"*





# Walking is by far the most common form of physical activity or exercise

“What types of physical activity or programs do you participate in on a regular basis?”



Types of Physical Activity in 2006 (n=400)	
Walking	60%
Biking	25%
Running	15%
Swimming	13%
Hiking	12%

Norm	
Walking	46%
Gym	21%
Running	14%
Biking	12%
Swimming	9%

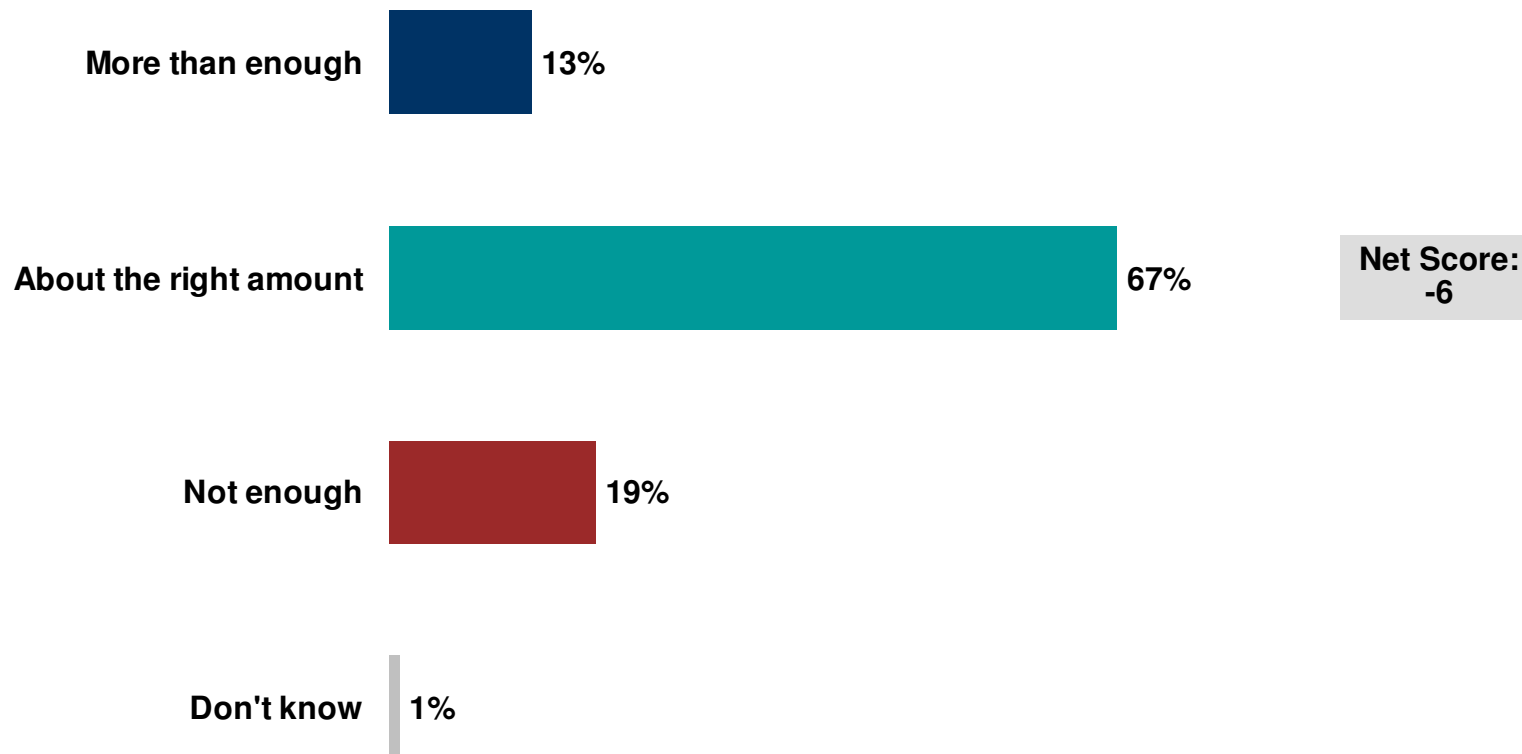
Note: Only responses of 4% or more are shown.

Base: All respondents (n=400)



## *Two-thirds of residents feel the City is doing about the right amount at promoting citizen health, wellness and recreation*

*“Do you think the City of Kamloops is doing more than enough, not enough, or about the right amount at promoting citizen health, wellness, and recreation?”*





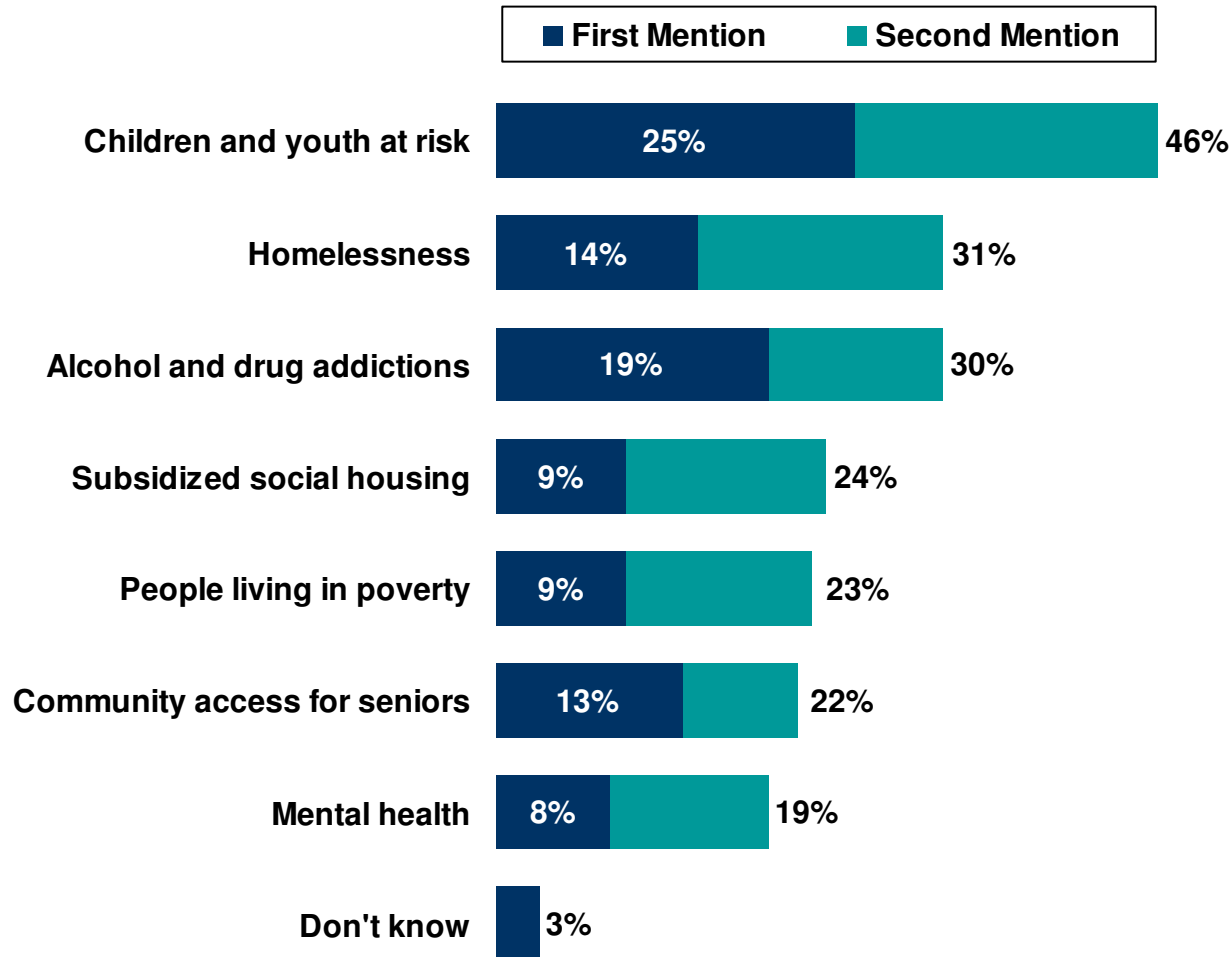
## *Social Planning*





# Children and youth at risk tops the list of social planning priorities for the City

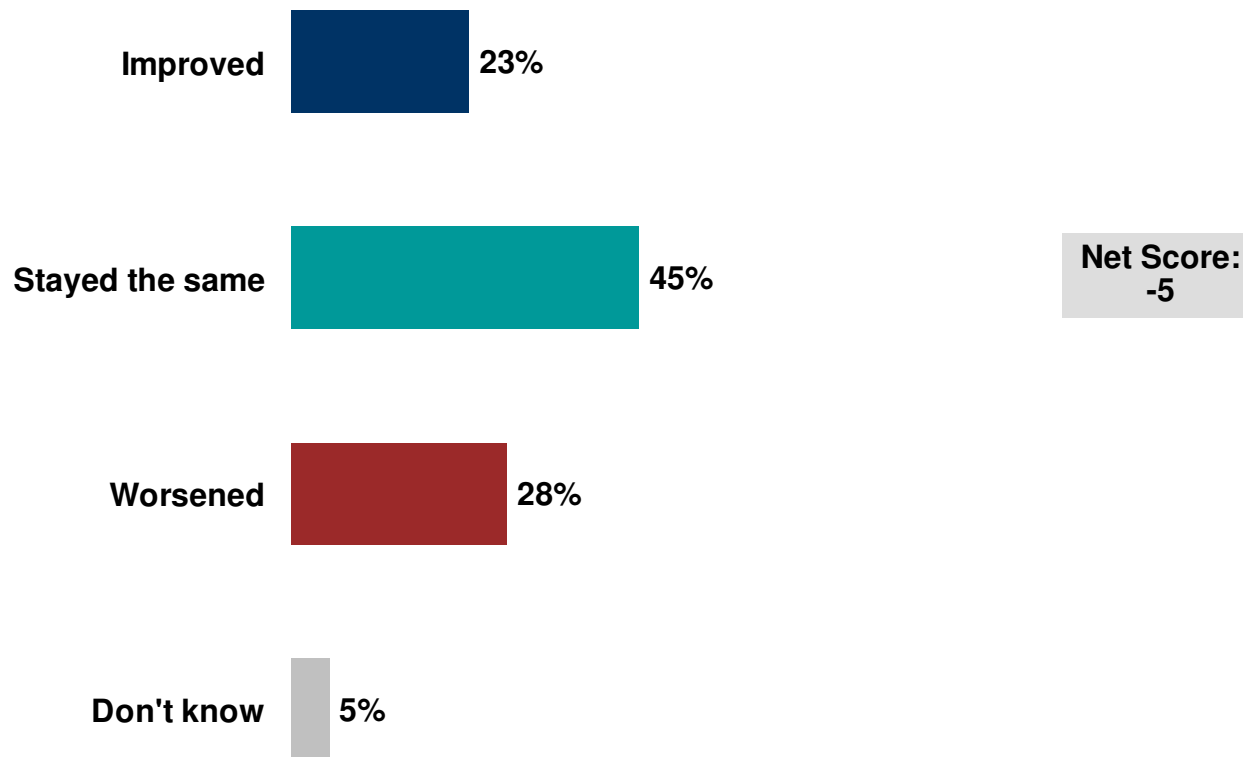
*“Please tell me which one of the following social issues you’d most like to see the City of Kamloops take steps to actively address over the next few years. And which one of these social issues would you next most like to see the City of Kamloops take steps to actively address over the next few years?”*





## ***Slightly more residents feel social issues in the City have worsened than improved over the past 3 years***

*“Overall, do you think social issues like homelessness, poverty, social housing, alcohol and drug addictions, mental health, children and youth at risk and community access for seniors have improved, worsened, or stayed the same over the past three years in the City of Kamloops?”*

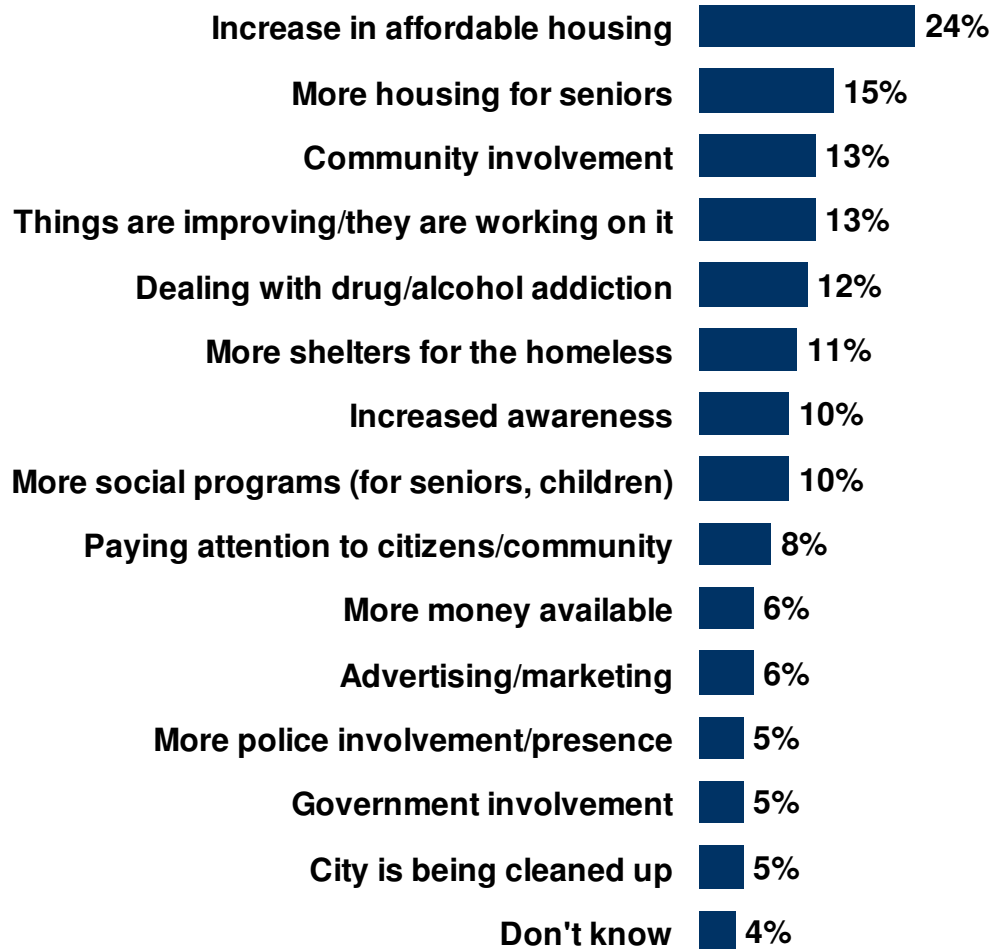






# *Housing tops the list of reasons why some residents feel social issues in the City have improved*

*“Why do you think these social issues have improved within the City of Kamloops over the past three years?”*



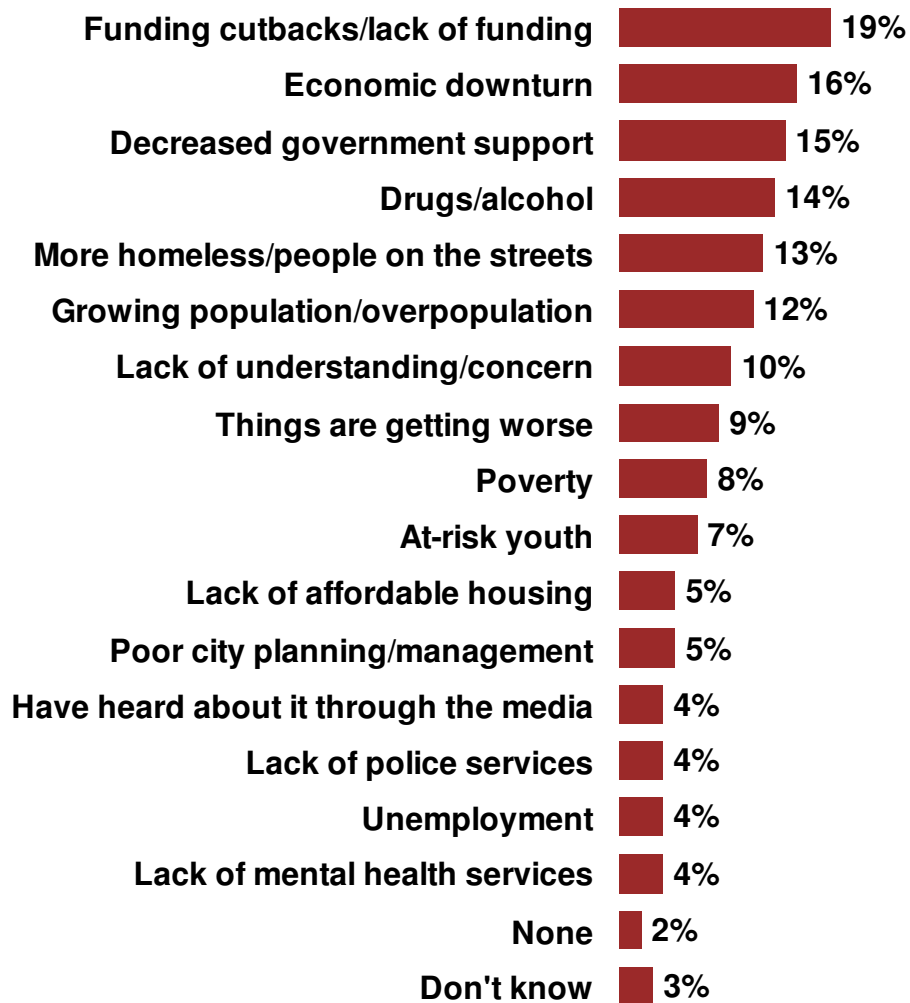
*Note: Only responses of 5% or more are shown.*

Base: Those who believe social issues have improved over the past three years (n=89)



## ***Funding cutbacks and the economic downturn are the top reasons why some feel social issues have worsened***

*“Why do you think these social issues have worsened within the City of Kamloops over the past three years?”*



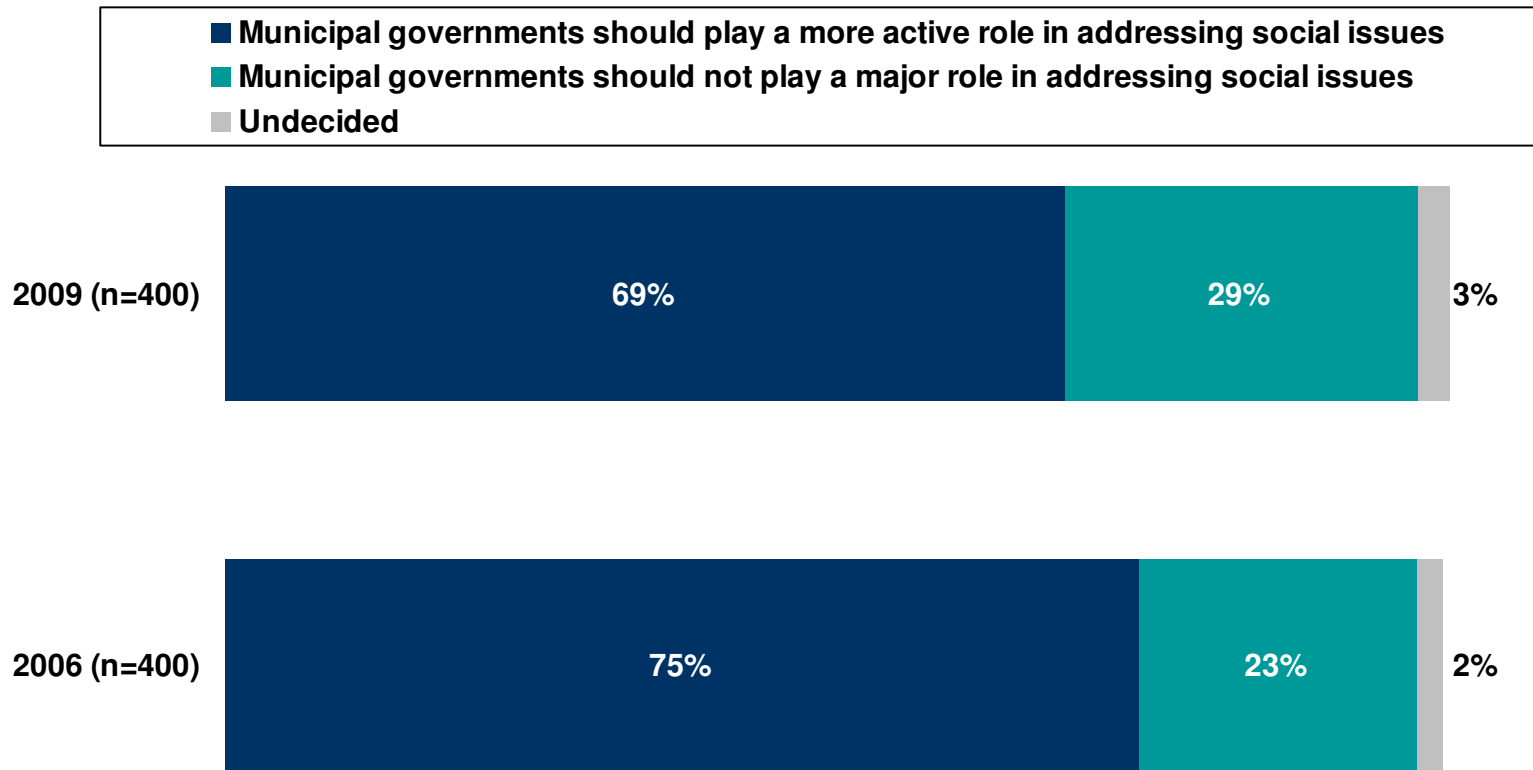
*Note: Only responses of 4% or more are shown.*

Base: Those who believe social issues have worsened over the past three years (n=109)



# The majority of residents continue to feel that municipal governments should play a more active role

*“Some people say municipal governments should broaden the scope of their services to play a more active role in addressing social issues to disadvantaged groups and people in the community. Other people say municipal governments do not have the right resources or experience to properly address social issues in the community – rather, this responsibility should lie with other more senior levels of government or with other local community organizations. Which of these opinions is closest to your own?”*





## *Conclusions*

---

- ◆ People love living in the City of Kamloops. They feel that life in the City is getting better than worse, and they want to stay.
- ◆ There is not a single dominant issue that people feel needs to be fixed immediately. Citizens are satisfied with all of the City's services.
- ◆ Research shows that citizens today are more sensitive to tax increases. When it comes tax increases, you are better off to talk about user fees than property taxes. Also, the appetite for an increase in taxes is greater if specific services are mentioned.
- ◆ If there is a social issue to address, it is children and youth at risk.